

# ARTS MASTER PLAN



# **ARTS MASTER PLAN**

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City of Chula Vista, California



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## APPENDICES

Appendix A: Background Information Report for the Chula Vista Arts Master Plan



## PURPOSE OF THE ARTS MASTER PLAN

The purpose of the Arts Master Plan is to provide recommendations regarding how the City of Chula Vista can increase the contributions of the visual and performing arts to the quality of life of the residents of Chula Vista, build upon and expand existing arts programs, provide recommendations for appropriate new facilities for the arts, and integrate the arts with the ongoing development and revitalization of the City.

## ORGANIZATION OF THE ARTS MASTER PLAN

The Arts Master Plan is organized into the following sections.

Section 1 – **The Chula Vista Setting for the Arts** – discusses the natural, historical, regional and developmental settings of the City which have influenced the recommendations.

Section 2 – **Existing Venues, Facilities and Programs** – describes the currently existing arts resources which provide a foundation for the recommendations to increase the presence of the arts in the life of Chula Vista

Section 3 – **Community Inputs** – describes the insights of the community regarding the value of the arts to individuals and the community and the community's observations regarding the potential to expand and invigorate the arts in Chula Vista.

Section 4 – **Public Funding and Investment in the Arts at the Local Level in California** – describes different funding mechanisms and methodologies that have proven to be beneficial to more than 70 California cities and counties.

Section 5 – **Recommendations** – describes a variety of programs, projects and funding means to expand and enrich the visual and performing arts in Chula Vista.



## EXECUTIVE SUMMARY

The Arts Master Plan process was undertaken with the firm belief that arts and culture can create a more livable city, stimulate the local economy, enhance the urban environment, celebrate the natural environment, engage a wide spectrum of people, and empower neighborhoods. Art has the power to draw the community together, creating opportunities not only for enjoyment and appreciation of beauty, but also for increased dialogue, cross cultural understanding, and intellectual growth.

The recent update of the City of Chula Vista's General Plan incorporated specific policies and objectives regarding the provision of arts and culture to the Chula Vista community for the first time in the history of the plan. The inclusion of arts and culture represented a watershed moment in the City's history and is perfectly in sync with the widely shared community belief that the arts should be an essential part of Chula Vista, both intrinsically and economically, and that the arts can and do make significant contributions to the quality of life.

In addition to opportunities to experience the arts throughout the community, Chula Vista stands on the verge of realizing several important and community-altering planning projects – renewal of the Urban Core, development of the Bayfront, and development of the University site. Incorporating arts and culture elements into the planning of these major projects is critical for the successful provision of arts and culture for the residents of Chula Vista for the future.

Interviews, focus groups and public meetings revealed broad support for the arts as well as the many challenges that currently thwart the ability of the arts to thrive in Chula Vista. Readily identified major challenges included: 1) a lack of performing and visual arts facilities; 2) limited funding; 3) lack of affordable spaces for artist housing and studios; 4) small number of Chula Vista-based arts groups; 5) lack of coordination of marketing and promotion; and 6) school budget constraints.

This Arts Master Plan contains three broad recommendations to address these challenges and thus increase the contributions of the arts to the people of Chula Vista. The Plan's recommendations are based on direct community input as well as the study of successful arts programs in other cities including Pasadena and San Diego. The goals of the Plan are to provide a civic environment where artistic expression and cultural diversity can flourish, where art becomes an essential element in the lives of all Chula Vistans, where the support and encouragement of artists is viewed as critical to the successful development of Chula Vista, and where City leaders philosophically and financially support the development and growth of the City's cultural resources.



## **GUIDING PRINCIPLES**

Inherent to the development of the Arts Master Plan were the following Guiding Principles that were first articulated in the Arts and Culture Element of the General Plan Update and subsequently embraced by the Citizens' Advisory Committee:

### **Arts Education is Essential**

The City values arts education as a critical component of learning for all people, both in the classroom and in other educational, recreational, and cultural settings. Arts education helps build academic skills, increase academic performance, improve behavior, reach kids who are at risk of dropping out of school, improve self-esteem, and build the kind of creative skills that are required of people in the workforce.

While learning in other disciplines may often focus on development of a single skill or talent, the arts regularly engage multiple skills and abilities. Engagement in the arts, whether the visual arts, dance, music, theatre or other disciplines, nurtures the development of cognitive, social, and personal competencies. When the arts become central to the learning environment, schools and other settings become places of discovery.

### **Public-Private Cooperation**

Cooperation between the City, artists, cultural organizations, and the private sector is essential to ensuring the well being of the cultural community. The City's primary role is, and should remain, one of "assistance to" rather than "responsibility for" the provision of cultural services.

### **Economic Impact**

A healthy, vibrant cultural environment enhances the economic vitality of the City. The arts are valued as an industry because of their contribution to the City's economy, which encompasses quality of life, economic development, and tourism.

### **The Arts Bring Together Diverse People**

Artistic, cultural educational and humanistic activities are essential aspects of the life of the City. All Chula Vista residents should be provided equal opportunities for access to the arts and the means of cultural expression. Cultural expression provides a bridge of understanding among the City's diverse cultures.

### **Citizen Involvement**

Citizen involvement is an essential component of the City's cultural planning and decision-making processes. The arts are integral to civic dialogue and community building.



## SUMMARY OF RECOMMENDATIONS

A creative, committed workforce, and in particular, a thriving community of artists, is vital to a rich civic life. Artists and other creative workers can make meaningful, unique contributions to Chula Vista in economic, physical and social terms. Investing in the creative sector is smart economics. It is also essential to promoting Chula Vista as a vibrant, progressive city. Chula Vista's policies, systems and spending priorities should enable artistic talent to flourish for the benefit of the entire community.

This Arts Master Plan document is a roadmap for Chula Vista's future, a future where Chula Vista is a place that champions its diverse heritage and embraces and supports the arts. The recommendations are based on the successful experiences of the Plan's consultants in other California cities including Pasadena and Riverside, the considerable feedback received from local interviews, focus groups and public meetings, the recommendations of the City's Cultural Arts Commission, and Arts and Culture staff study of other cities' successful arts and culture programs.

The Plan's specific recommendations are as follows:

### 1. ADOPT POLICIES TO SUPPORT THE GROWTH OF PUBLIC ART

Introduction: More than 70 California cities have Public Art Programs in place. These programs, from small population cities like Emeryville (pop. 6,882) to large cities like San Diego, share similar goals: to create an artistic and visual harmony among the cities' buildings, landscapes and open spaces, and to serve the people of the community by bringing art into their daily lives and ensuring that the visual experience of the city is enriching and engaging.

Increasingly, cities are discovering the power of public art in creating a unique sense of place and preserving and celebrating history, heritage and culture. Public art also creates greater opportunities for cultural tourism, economic development and image building.

It is recommended that the City address the need for increased funding of public art, as well as the visual and performing arts in Chula Vista, in accordance with the recently adopted policies of the General Plan Update. In particular, Policy PFS20.1 states, in part, "*Prepare a citywide Cultural Arts Master Plan that....recommends ongoing financial support for the arts through consideration of a percentage for arts program....*" In addition, Policy PFS 20.3 states "*Encourage the installation of art pieces in publicly owned spaces and require developers to pay fees or provide art pieces that serve to enhance an individual project and contribute to the appearance and vitality of the development.*"

### **1.1. Adopt a 2% for Art Policy on City Capital Improvement Projects (CIP) >\$250,000**

This recommended policy would be specifically for the City's above-grade projects of \$250,000 or more within and out of redevelopment areas. It is further recommended that Council revise the Chula Vista Redevelopment Agency's current 1% for Art Policy (applicable only to Towncenter I and Bayfront as adopted in 1979) to a 2% for Art Policy and expand to all redevelopment zones. It is recommended that street paving/sealing and sidewalk rehabilitation projects, curb and gutter installations, and ADA curb ramp installations and modifications be exempted from this policy, along with those portions of other CIP project budgets that have outside funding sources (e.g. Transportation Sales Taxes, Gas Taxes, etc.) that prohibit use of funds for anything outside of specific project expenses.

### **1.2. Adopt a 2% for Art Policy on Private, Non-residential, Commercial Development Projects >\$250,000**

This 2% for public art policy could be satisfied through provision of a suitable onsite public art piece or art elements that have successfully passed the review of the Public Art Sub-Committee and Cultural Arts Commission or through a developer paid contribution to a Public Art Trust Fund in lieu of public art. The 2% set-aside should be based on projected building construction costs documented on building permit applications.

*Note: This Plan recommends 2% for Arts policies on City CIP and Commercial CIP instead of 1% for Arts policies for the following reasons:*

- A recent survey of public art programs nationwide revealed that 1% for Arts policies or ordinances are falling short of providing the necessary funds for the purchase of quality art pieces as well as ongoing maintenance, and administration costs of the programs.
- Typically, around 70% of monies collected are spent on the purchase of the public art piece, and the remaining 30% of the monies are spent on site preparation, installation and maintenance (preservation, restoration and repair) plus program administration (community participation activities, project documentation, publicity, community education activities).
- Several California cities that have had long-term One Percent for Arts programs in place have recently increased to Two Percent, including Pasadena, San Diego, Sacramento, Santa Cruz, Stockton, Ventura, San Jose and San Francisco. Program administrators in each of these cities have experienced difficulty in providing funding for the specialized maintenance required for public art pieces under their previous One Percent programs.

As an example of why a 2% for Arts Policy is more desirable than a 1% for Arts Policy for the City of Chula Vista, consider the following example:

**Chula Vista Fire Station #7**

*Actual Building Costs = \$5.2 million*

*A 1% for Arts policy would have generated \$52,000*

*A 2% for Arts policy would have generated \$104,000*

*Actual purchase cost for the bronze 9/11 commemorative public art sculpture "Courage, Dedication, Honor" = \$75,000*

*Installation, site preparation, ongoing maintenance, and preservation is estimated at \$30,000+*

*Total actual cost for public art installation = \$105,000+*



### **1.3. Establish a Public Art Trust Fund**

This new City-controlled Public Art Trust Fund would be a perpetual fund that would exist for the purpose of receiving and expending Percent for Arts policy monies and other monetary contributions. Recommended allowable expenditures and definitions of eligible artworks are as follows:

#### **Public Art Works Expenditures:**

- Commissioned or acquired/purchased original art pieces
- Structures which enable the display of artwork
- Design, materials, and fabrication fees
- Labor and other contracted services for production and installation
- Permit and/or certificate fees
- Business and legal costs directly related to the public art project
- Transportation, site preparation, installation, and additional utility costs

- Insurance
- Artist travel and per diem expenses

**Public Art Program Operating Costs:**

- Program management including staff time, direct costs and overhead
- Documenting and cataloging
- Maintaining/refurbishing public art when the cost of such maintenance exceeds funds available for maintenance of public property in general
- Expenses which are, or may become, an integral part of the public art program including community educational activities and public events

**Eligible Artworks**

- Sculpture: free-standing, wall-supported or suspended; kinetic, electronic; in any material or combination of materials
- Murals or portable paintings: in any material or materials,
- Earthworks, fiber works, neon, glass, mosaics, photographs, prints, calligraphy, any combination of forms of media including sound, literary elements, film, holographic images and video systems; hybrids of any media and new genres
- Furnishings or fixtures, including but not limited to gates, railings, streetlights, signage, seating, fountains, and shade structures, if created by artists as unique elements or limited editions
- Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist
- Temporary artworks or installations
- Incremental costs of infrastructure elements, such as soundwalls, utility structures, bus and trolley stops, roadway elements and other such items if designed by a professional artist or a design team that includes a professional visual artist

**Ineligible Artworks**

- “Art objects” which are mass produced or of standard manufacture, such as playground equipment, fountains or mass produced statuary
- Landscape architecture and landscape gardening except where those elements are designed by a professional visual artist and/or are an integral part of an artwork by an artist

## **2. SUPPORT AND EXPAND THE ARTS IN CHULA VISTA**

Introduction: Reports on the economic impact of the nonprofit arts and culture industry in various California communities have demonstrated that investing in this industry does not come at the expense of economic benefits, but rather strengthens the economy and fuels economic revitalization by supporting local jobs, stimulating consumer spending, and generating revenue to local governments. In short, arts and culture are good for business and the local economy.

Dr. Richard Florida, the Hirst Professor of Public Policy at George Mason University and a Senior Fellow at the Brookings Institution, stated in his 2002 best-selling book, *The*

*Rise of the Creative Class and How It's Transforming Work, Leisure, Community and Everyday Life*, "The bottom line is that cities need a people climate even more today than they need a business climate. This means supporting creativity across the board--in all of its various facets and dimensions--and building a community that is attractive to creative people, not just to high-tech companies. And as former Seattle mayor Paul Schell once said, success lies in "...creating a place where the creative experience can flourish. Instead of subsidizing companies, stadiums and retail centers, communities need to be open to diversity and invest in the kinds of lifestyle options and amenities people really want. In fact, you cannot be a thriving high-tech center if you don't do this."

## **2.1. Enhance Existing Opportunities**

Introduction: Arts and culture opportunities within Chula Vista are often neighborhood-related. For example, the City of Chula Vista's Recreation Department offers a variety of dance, music, and visual arts classes to people of all ages at many of the existing community/recreation centers. The Chula Vista Public Library provides gallery space for the visual arts at the South Chula Vista Branch Library, and the Civic Center Branch Library offers free film festivals and other cultural programs on a regular basis.

In order to continue connecting neighborhood residents to the arts, arts programs, events and classes should be expanded at existing and proposed community/recreation centers, parks and libraries. The General Plan also recommends the creation of community Parks throughout the City. These large parks should include unique landscaping, gardens, museum spaces, public art pieces, and performance spaces. Neighborhood arts programs should also be provided in these future community Parks.

Planning for public facilities and programs, including parks, elementary schools and recreation centers, has been a validated part of the historical tradition of planning for good neighborhoods. Some of the planning for portions of eastern Chula Vista has been based on the concept of village planning. These villages incorporate many of the principles of traditional neighborhood planning while also recognizing the positive potentials for community interaction that can be created by grouping schools, parks, recreation/community centers, artistic elements and performance spaces.

To enhance existing opportunities to further arts and culture, the City should:

- Renovate the Civic Center Library Auditorium
- Conduct a needs assessment for expansion/relocation of the Chula Vista Heritage Museum
- Integrate the visual and performing arts in the planning for the University site
  - Explore forming a college of Fine Arts at University
  - Provide performance and exhibition spaces
  - Provide cross-cultural visual and performing arts programs
  - Link to school districts' visual and performing arts programs
  - Involve Office of Arts and Culture staff and the Cultural Arts Commission

- in concept development phases
- Extend the energy of the arts to all Chula Vista neighborhoods and villages and create additional citywide arts focal points
  - Expand neighborhood arts programs, events and classes
  - Create neighborhood and village arts plans
  - Create an artist colony
  - Create additional citywide arts focal points at Southwestern College, Olympic Training Center, Eastern Urban Center, and other locations

## **2.2. Create a Northwest Area Arts District**

Nearly all of the participants in the community inputs process emphasized that the City of Chula Vista and the South Bay region have a great need for performing arts venues and visual arts facilities. The planned revitalization of the Urban Core and the ongoing Bayfront development plans present unprecedented and timely opportunities for Chula Vista to create prominent, appropriate locations for performing and visual arts venues and facilities, as well as places for artists to both live and work.

The Northwest Area Arts District should encompass the Urban Core planning area and the Bayfront Development area, with H Street designated as an Arts Corridor.

- Prepare a feasibility study for the location and development of a Downtown Arts Center and a Bayfront Arts Center
- Assist in the development of Artist Activated Spaces within the District
- Create H Street Arts Corridor

## **2.3. Create a Blue Ribbon Task Force to Generate Major Funding for the Arts**

This Blue Ribbon Task Force should be appointed by Council and should be comprised of City neighborhood, business and educational leaders who would be charged with a concentrated effort of raising private funds on a major scale. Recent and current developers of eastern Chula Vista, the Bayfront and other major projects in Chula Vista, as well as wealthy individuals, should be given the opportunity to contribute funds for near term construction of new visual and performing arts facilities and to provide for support/expansion of existing facilities. The Chula Vista Public Library Foundation could serve as the tax-exempt fiscal agent for receipt of charitable gifts and grants.

## **2.4. Address Short and Long-term Funding Needs**

The City of Chula Vista's financial support of local arts groups and arts activities in public schools has been, to date, restricted to the annual re-granting of monies received through a contractual agreement with House of Blues® and Coors Amphitheater. These pass-through funds have totaled in the \$35,000-\$50,000 range for the past seven years and have been re-granted to local groups and schools in amounts ranging from \$500 - \$2,500 each. Input from local arts leaders and school administrators indicated that these small grants, while appreciated, have no long term impact on the provision of arts and culture programming in Chula Vista and

have had no impact on the provision of additional arts and culture facilities.

It is recommended that the City address both short and long-term financial needs of the arts in the following ways:

- Assess periodically the funding needs of local arts groups and school arts programs
- Increase the funding for the Mayor's Performing and Visual Arts Task Force Grants from the current annual \$35,000-\$50,000 level
- Continue and expand collaborations and partnerships with local and regional arts groups and schools
- Instruct the Cultural Arts Commission and staff to investigate and recommend to Council specific public and private funding methodologies that have proven successful in other municipalities.

Additional funding would allow the City and its partners to:

- Support the growth of local arts groups
- Support professional arts performances and exhibits taking place within Chula Vista
- Support a broad range of neighborhood arts programs
- Support future cultural arts centers
- Enhance cultural tourism through support of marketing and promotion efforts

## **2.5. Enhance the Role of the Cultural Arts Commission**

The role of the Cultural Arts Commission is to advise the City Council on matters related to arts and culture. That role should be enhanced to include providing guidance for the implementation all of the recommendations contained in the Arts Master Plan.

- Oversee implementation of the Arts Master Plan
- Recruit more artists/arts administrators to Commission
- Provide annual report to Council
- Preserve artists' rights
- Develop a plan for oversight of public art cataloguing
- Oversee five-year public art maintenance surveys
- Oversee periodic renewal of the Arts Master Plan
- Advocate for adequate staffing for Office of Arts and Culture

## **3. INCREASE MARKETING AND PROMOTION OF THE ARTS**

Introduction: Chula Vista should be the hub of cultural activities for people living in the South Bay. Chula Vista is already recognized for the beauty of its natural environment, historic residential architecture, and diverse cultural life. Arts and culture events and festivals are important assets in the City's tourism industry and are marketable products to residents, visitors and future conventioners. Encouraging cultural tourism will help



the City stimulate its economy by redefining its image, providing a return on investment in cultural attractions, promoting Chula Vista's historic character as an asset, and generating new tax revenues to support City services.

### **3.1. Implement a Comprehensive Arts Marketing and Promotion Program**

- Create an Arts Movement program
- Create City art gateways at points of connection with regional freeway system and at existing and proposed transit stations
- Create an arts banner program to demarcate arts districts
- Publish arts movement and art walk maps
- Designate an arts shuttle bus for the Northwest Area Arts District
- Establish Art Nights in Chula Vista
- Expand regional dialogues/programs with San Diego and Baja California



## ***Section 1***



## **THE CHULA VISTA SETTING FOR THE ARTS**

### **ARTS MASTER PLAN -**



The visual and performing arts in Chula Vista have been and will be influenced by the context in which they are created. Particularly important contextual elements for the arts in Chula Vista include the City's natural, historical, regional and developmental settings.

## **NATURAL SETTING**

Chula Vista, prior to a substantial amount of habitation, was a desert environment at the edge of a great bay. As the Sweetwater River wove its way through Chula Vista, it deposited the sediments that created the Sweetwater wetlands.

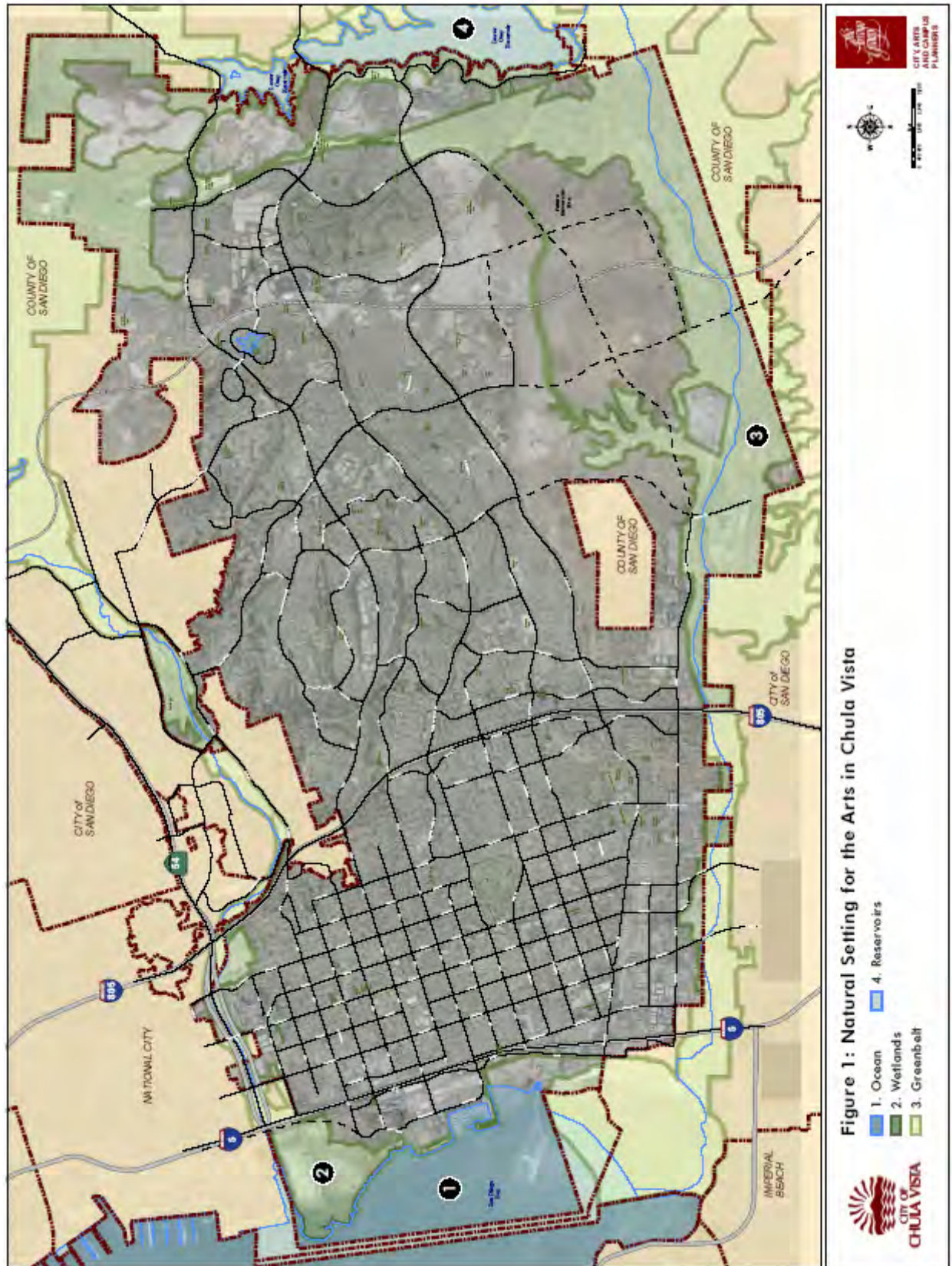
The Sweetwater Marsh National Wildlife Refuge, the largest tract of preserved wetlands in the South Bay, is home to more than 200 birds and a variety of endangered species. The nationally-recognized Chula Vista Nature Center is located within the Refuge, and provides local nature programs and exhibits for children and adults.

The hills surrounding Chula Vista are comprised of coastal sage scrub plant communities, which are found along the California coast from San Francisco to San Diego. Plants in this community include low-growing species such as Sage Brush. The coastal sage environment is an important component of the local ecology of Chula Vista.

The natural environment of Chula Vista has been altered by irrigation systems constructed to support both agriculture and the development of new communities. Yet the desert environment, ocean, wetlands, animals, plants and birds have and will continue to inspire the arts and artists of Chula Vista. Artists and their arts can relate to these elements by creating individual expressions and interpretations of local flora and fauna, as well as creating responses to Chula Vista's ocean, wetlands and coastal sage setting.

*Figure 1 illustrates the major components of the natural environment that remain in Chula Vista today, including the bay, the Sweetwater Marsh National Wildlife Refuge, the Otay reservoirs, and the southerly greenbelt. This greenbelt, as defined in the Chula Vista General Plan, will provide a continuous corridor of undeveloped open space which will preserve a natural environment for the City and provide hiking connections from the reservoirs to the wildlife refuge. The hills located to the east of the reservoirs also provide an appealing visual backdrop for Chula Vista.*





## **HISTORICAL SETTING**

History creates a sense of place and identity for everyday life and a context for the arts. The Chula Vista Heritage Museum has created “A Brief History of Chula Vista,” which describes the major eras in Chula Vista’s history.

The following is an overview of Chula Vista’s history, as described in this exhibit.

### *3000 BC – EARLIEST INHABITANTS*

Nomadic Yuman-speaking Indians first migrated into the area now known as Chula Vista about 5,000 years ago, around the same time that construction of Stonehenge began in England. The natives subsisted on a diet of fish, small game, and a variety of wild seeds, berries and nuts—especially the acorn which became their main staple. Descendants of these original inhabitants are known today as the Kumeyaay Indians.

### *1769 – SPANISH MISSIONARIES ARRIVE*

While several Spanish ships had previously sailed into San Diego Bay, white settlement didn’t begin in the region until Father Junipero Serra led a party of missionaries and soldiers north across the present-day border of Mexico. On July 1, 1769, they traveled through Chula Vista and established the first of a string of 21 California missions in San Diego. The missionaries dramatically changed the Indians’ way of life by imposing a feudal “serf” system and using them to grow crops. “El Rancho del Rey” (the King’s Ranch), which encompassed the Chula Vista region, was used to graze their horses and cattle.

### *1821 – MEXICAN RULE AND LAND GRANTS*

The Spanish empire in the new world crumbled which left California to be governed by the newly established country of Mexico. Under Mexican rule, the mission system was secularized—control was seized from the Catholic Church and favored citizens were given large land grants including several near Chula Vista. In 1845, California Governor Pio Pico gave “El Rancho del Rey” to John Forster, his brother-in-law, and it was renamed “Rancho de la Nación” (the National Ranch)

### *1850 – CALIFORNIA BECOMES A US TERRITORY*

California became a U.S. territory following the Mexican-American War in 1847. Only one year after the gold rush of 1849, California became a state. Most of the land grants that were established under Mexican rule were allowed to continue as private property although the U.S. required proof of ownership. While John Forster kept his land in the Chula Vista region, it took him a number of years to verify ownership using such informal methods as witness accounts and scraps of paper.

### *1868 -RAILROAD RELATED DEVELOPMENT*

Entrepreneurs Frank, Warren and Levi Kimball bought “Rancho de la Nación” for \$30,000. To increase the value of their investment, Frank Kimball successfully lobbied

the Santa Fe Railway to build a line to National City, just north of Chula Vista. In exchange for its investment, Kimball gave the railroad almost 40 percent of his holdings and that 10,000 acres encompassed the entire area that became Chula Vista. With that incentive, the railroad formed a subsidiary called the San Diego Land and Town Company and made plans to develop Chula Vista.

#### *1887 – CHULA VISTA IS PLANNED*

Colonel William Dickinson, one of the Santa Fe Railway's town planners, was hired to plan the new community of Chula Vista. The first tract was subdivided into five-acre lots, which initially were sold for \$1,500 with the requirement that the owners build an orchard house and plant citrus trees. Developers of the region also anticipated that this agricultural adventure would need a reliable source of water. At the same time lots were being sold by the San Diego Land and Town Company, the railroad financed construction of the Sweetwater Dam. Soon Chula Vista proclaimed itself the "Lemon Capital of the World" and by 1898 the community had 60,000 lemon trees and two packinghouses.

#### *1911 – CHULA VISTA GROWS*

Chula Vista continued to grow both in size and prestige, and by 1911 its amenities included a bank, post office, school, library, hospital, yacht club, churches and more. Its citizens voted to incorporate the 5.3-square-mile community. Unfortunately early years of prosperity were followed by two years of drought in 1914-15, then disastrous rains in early 1916 sent floodwaters through the earth abutments at Sweetwater Dam and broke the Otay Dam to the south of Chula Vista. Many agricultural assets were destroyed and an undocumented number of lives were lost.

#### *1916 – CHULA VISTA HELPS FIGHT WORLD WAR I*

At the beginning of World War I, the Hercules Powder Company opened a factory along the bay in Chula Vista to extract certain chemicals from kelp—a type of seaweed. The company combined these chemicals to make an explosive used by the British for fuses during the war and offered employment to more than 1,500 residents. After the war the plant was closed but to this day the site is still frequently referred to as Gunpowder Point.

#### *1941- CHULA VISTA HELPS FIGHT WORLD WAR II*

Just months before the attack on Pearl Harbor, Fred Rohr moved his fledgling aircraft company to Chula Vista. Rohr Aircraft manufactured ready-to-install engine units for military and civilian aircraft, and at the height of its World War II production employed 9,000 workers. As a result, several massive temporary housing projects were built where orchards once stood. These changes signaled the eventual end of Chula Vista's rural lifestyle. In the 1990s Rohr was bought by BF Goodrich.

#### *1985 – CHULA VISTA ANNEXES HISTORIC OTAY AND GROWS EAST*

Two factors during this decade brought tremendous growth in Chula Vista. The former Montgomery Fire Protection District, that included the historic Otay community, voted in

favor of annexation bringing more than 25,000 new residents to Chula Vista. In addition, the city annexed the first of several large parcels of land to the east (encompassing parts of “El Rancho del Rey” and other original land grants) and approved its first master planned community—EastLake. Other master planned communities would soon follow, including the launch of Otay Ranch in 1993.

Artists and their arts can continue to draw inspiration from the rich and unique history of Chula Vista.



*Figure 2 – Historical Setting for the Arts in Chula Vista depicts these eras.*



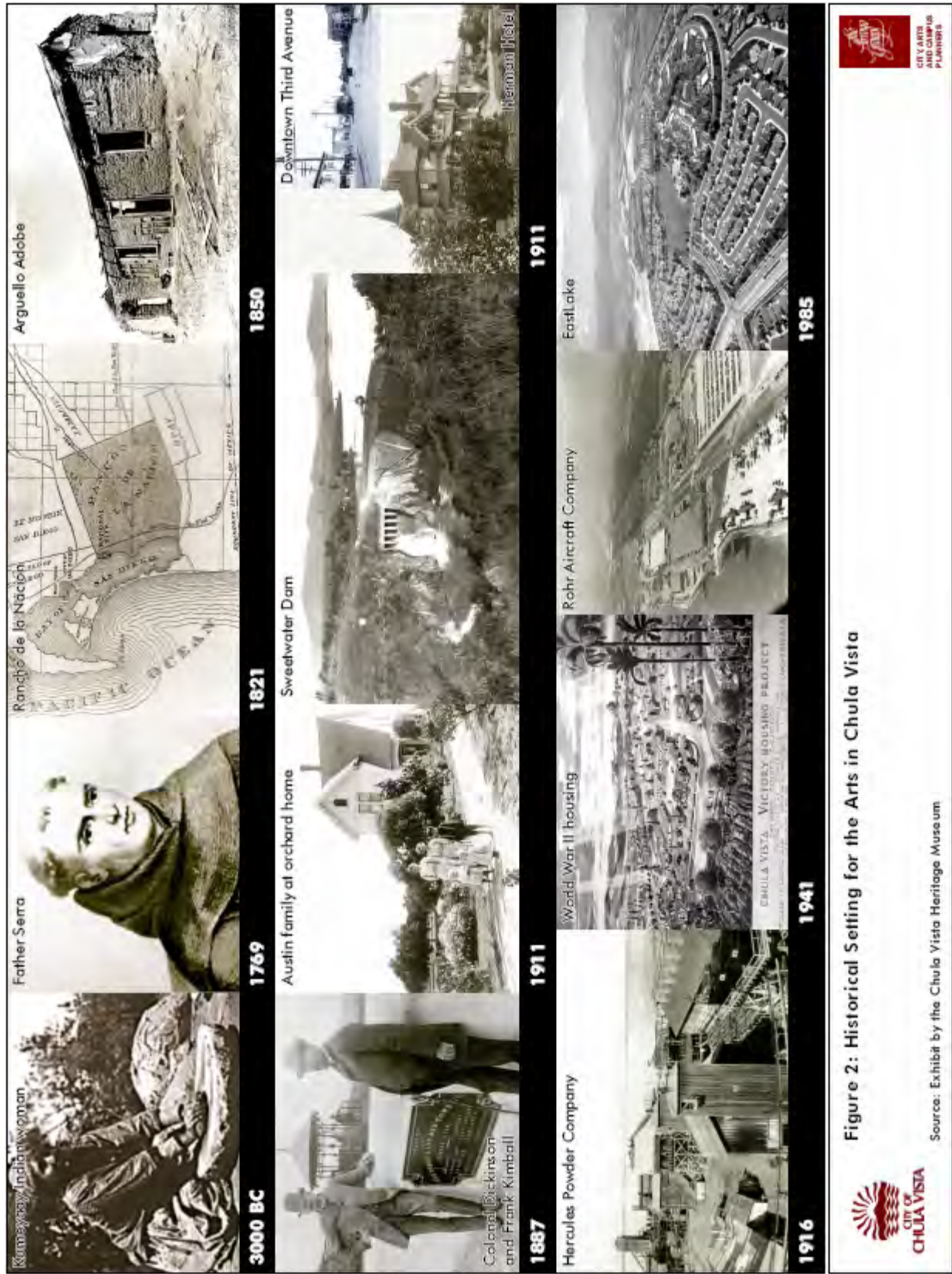


Figure 2: Historical Setting for the Arts in Chula Vista

Source: Exhibit by the Chula Vista Heritage Museum



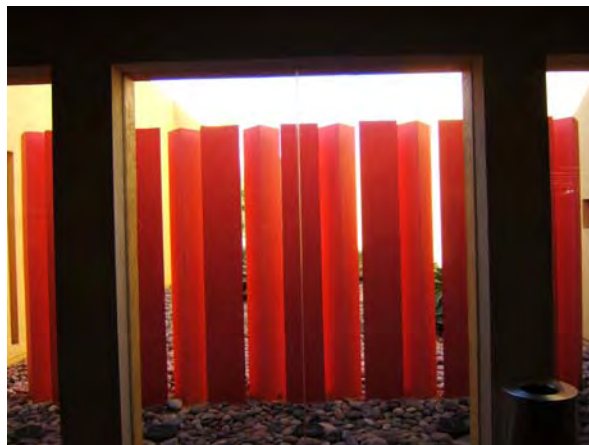
## REGIONAL SETTING

Chula Vista is located between the major metropolitan area of San Diego, which is contiguous with the City, and Mexico whose border is located only seven miles to the south. The connections between Chula Vista and Mexico have been strengthened in modern times by the construction of the Interstate 5 freeway and the San Diego Metropolitan Transit System Trolley Blue Line.

The City of San Diego provides residents of Chula Vista with artistic and cultural opportunities that are not available in Chula Vista. Major San Diego arts venues, such as the San Diego Opera and The Globe Theatre, can continue to support the vitality of the arts in Chula Vista's growing community.

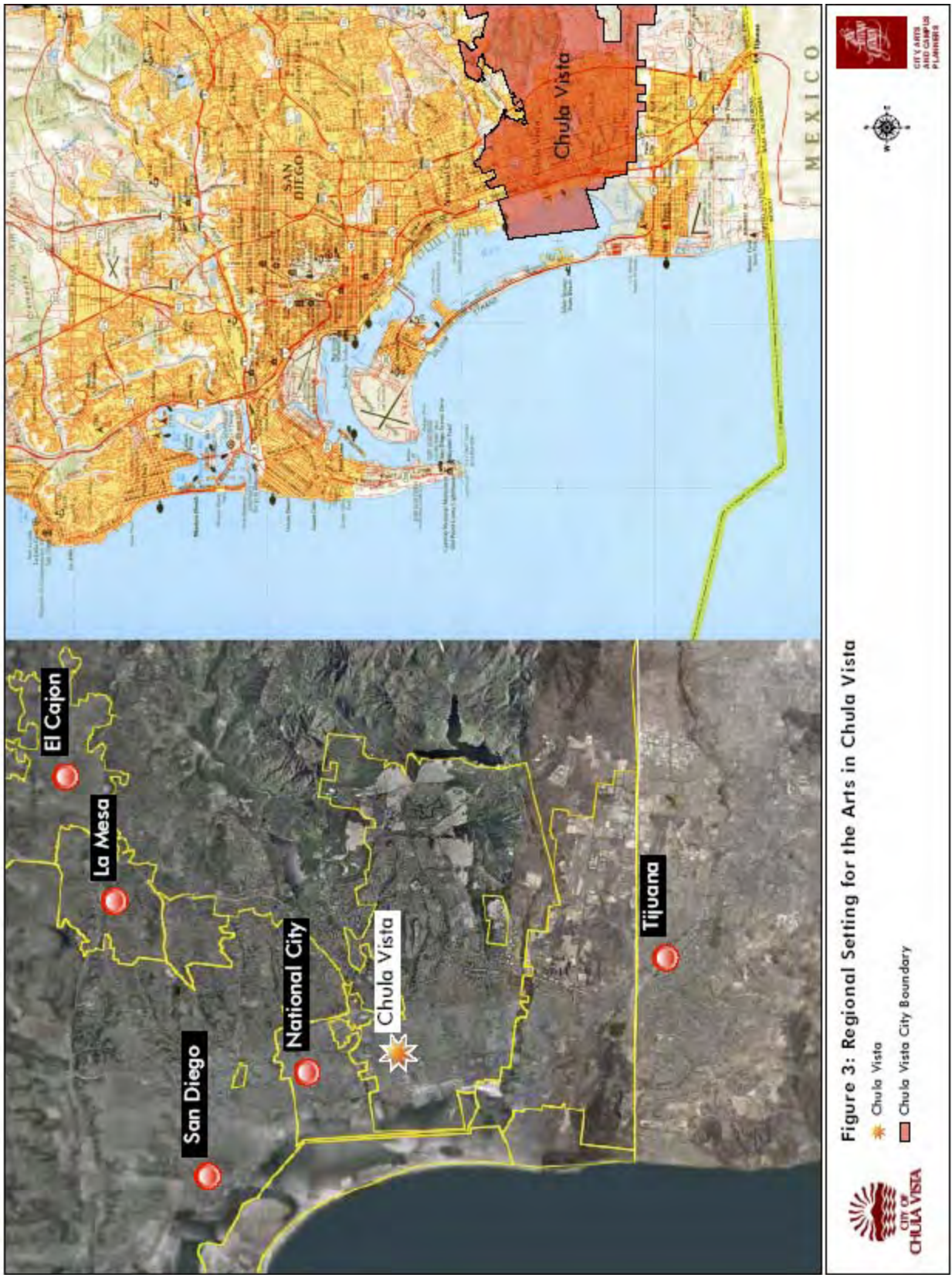
Tijuana is the major entrance point into Mexico from Southern California, as well as the gateway into the beautiful Baja Peninsula. The movement of people and ideas between Baja California and the South Bay creates an opportunity for cultural exchange and understanding, new partnerships, and heightened cultural awareness.

Chula Vista's geographic location between the San Diego metropolitan area and the Baja Peninsula provides opportunities for exciting new partnerships and continuing existing collaborations for the visual and performing arts. Tijuana offers a variety of artistic and cultural opportunities. For example, Tijuana has a conservatory of music, dance and art schools and the Tijuana Cultural Center (CECUT) hosts the Orchestra of Baja California, the Center for Scenic Arts and the Hispanic-American Center for Guitar. The Baja California Cultural Institute (ICBC), promotes arts and cultural groups, and has gallery spaces in a variety of locations, including Tijuana and Ensenada.



*Figure 3 – Regional Setting for the Arts in Chula Vista – illustrates the proximity of Chula Vista to San Diego and Baja California and the freeway connections to both areas. The San Diego to Border Trolley Line generally follows the alignment of Interstate 5. Regional access to Chula Vista will soon be enhanced by completion of the SR-125 South Bay Expressway, which will enter the City near the proposed University Site. The accompanying satellite photo in Figure 3 illustrates the proximity of Chula Vista to San Diego and Baja California, and the location of the hills, which enhance the natural environment of Chula Vista.*





## DEVELOPMENTAL SETTING

Chula Vista is currently in the advanced planning stages of major new development and revitalization projects, which will dramatically change the character of Chula Vista in a positive manner.

The **Downtown Urban Core** will experience a combination of new development and revitalization through changes in land use and public improvements. The resident population of Downtown Chula Vista will increase dramatically as projects are approved and constructed in the near future.

The **Bayfront** project will bring new retail, residential, hotel and convention/meeting space to the Bayfront and connect it to the Downtown Urban Core.

The continuing development of the **Southeast Portion of Otay Ranch** will add thousands of new residents to Chula Vista who will live in village environments. Within the Southeast Portion of Otay Ranch, the site for a **University Site** has been set aside and is currently being planned for a new complex of educational institutions. This new multi-university/ college complex will dramatically enhance the educational and cultural environment of Chula Vista and can strengthen Chula Vista's educational, cultural and artistic connections with Mexico.

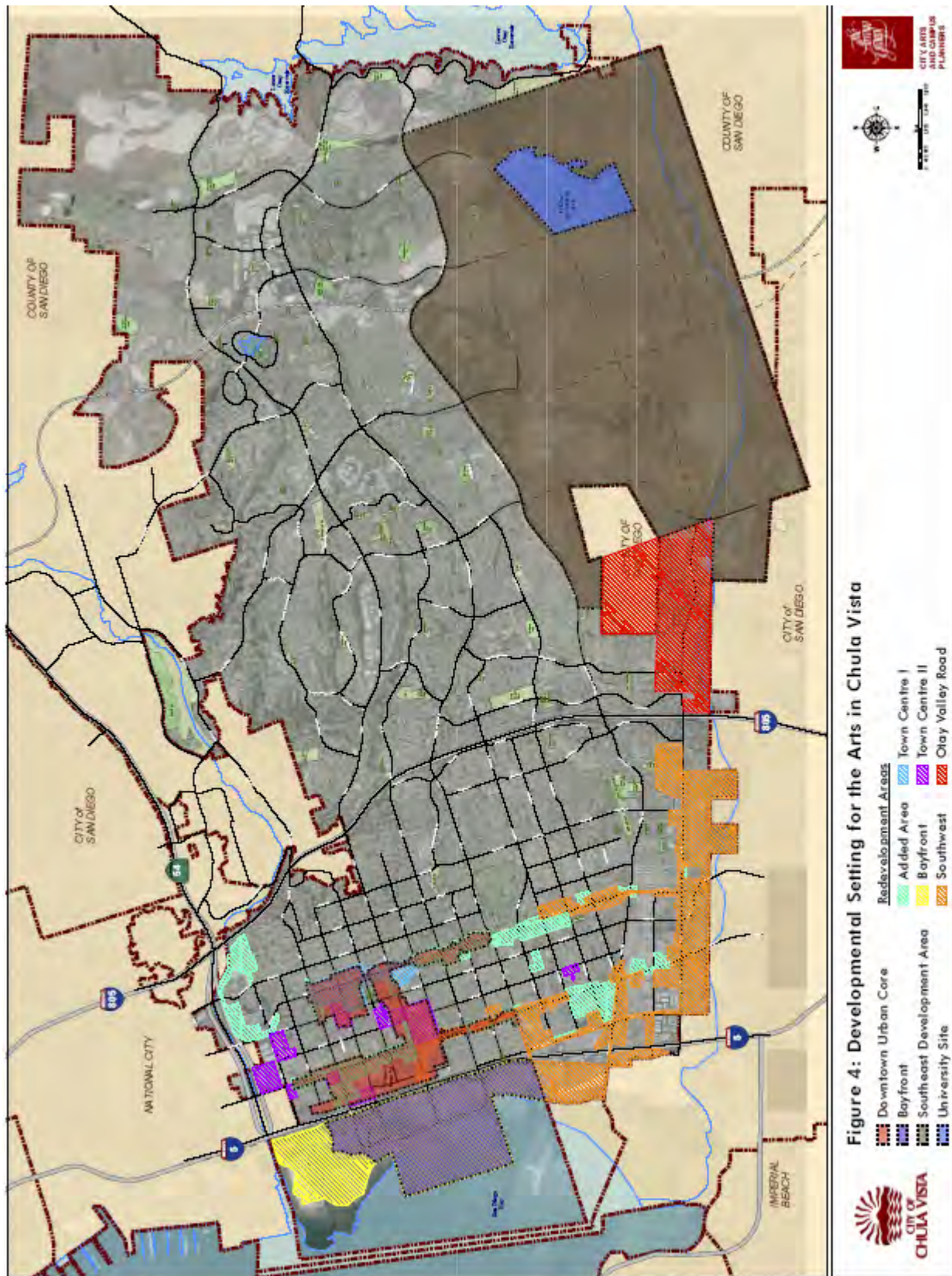
Redevelopment of the City's older **Southwestern and Northwestern areas** will result in additional parks, public gathering places, more pedestrian friendly neighborhoods, increased housing density, and improved public amenities. These redevelopment projects will provide numerous opportunities for the City to incorporate artists in the planning and execution of revitalization efforts, thus assuring that the projects successfully reflect the City's rich cultural heritage.

The opportunity exists to integrate facilities and programs for the visual and performing arts into each of these major development projects. This integration of the arts with development and revitalization is one of the greatest opportunities to make the arts a greater part of life in Chula Vista.



*Figure 4 – Developmental Setting for the Arts in Chula Vista—illustrates the scope of these projects.*





## ***Section 2***



# **EXISTING ARTS VENUES FACILITIES AND PROGRAMS**

**ARTS MASTER PLAN -**





## EXISTING ARTS VENUES, FACILITIES AND PROGRAMS

Within the natural, historical, regional and development contexts previously described, Chula Vista features an excellent variety of school programs for the visual and performing arts. The same cannot be said for professional arts groups. Only one such group, the San Diego Junior Theatre, currently operates within Chula Vista, and that operation is a storefront branch facility of a group based in San Diego.

For a city with a nearly one quarter million residents, it is surprising that Chula Vista has nearly no dedicated facilities for either the performing or visual arts. If Southwestern College's Mayan Hall is removed from the equation, Chula Vista is left with no traditional, dedicated indoor facilities for either the performing or visual arts. Without adequate facilities, the arts and culture scene will not flourish or grow in Chula Vista, cultural tourism will languish, and the City will miss out on a unique opportunity to take advantage of its diverse cultural traditions, strong school arts programs, its natural, historical, and regional contexts, and its development opportunities.

The City of Chula Vista's Public Facilities and Services Element of the recent adopted General Plan Update states *"While several facilities are available for display and presentation of the arts throughout our City, including the City branch libraries and recreation centers, there is limited availability of adequately designed or appropriately located facilities for both performances and exhibits. A main, central cultural arts venue, theater or center is lacking. Benefits of a cultural arts venue include having an identifiable city facility that could serve public and private performances and exhibits throughout the south San Diego County region and stimulate economic development and redevelopment."*

The following is an overview of existing venues, facilities and programs.

### PERFORMING ARTS VENUES/SPACES

Traditionally, the performing arts (theatre, dance, opera, music, et al) are best served when viewed in a fixed-seat auditorium with a Proscenium Stage, an overhead fly space for scenery and lighting, appropriate acoustics and good viewing angles from all seats. A Proscenium Stage is the most typical stage formation for theaters. The audience only sits in front of the stage and the stage is framed on sides and the top, like a picture. The entire South Bay area has only one sizeable facility that meets this description - Mayan Hall.

#### ➤ *Mayan Hall*

Mayan Hall is located in the central portion of eastern Chula Vista on the campus of Southwestern College. Mayan Hall is Southwestern College's performing arts facility, and has served students in the South Bay for over forty years. It also serves as a lecture hall. Mayan Hall features a lobby and entrance plaza, and was named for the Mayan architectural motifs that have been incorporated into many of the buildings on the Southwestern College campus. Mayan Hall's main



auditorium and stage are used primarily for Southwestern College productions and are only very rarely available for use by any outside groups. The main auditorium seats 461 people. The lower level of Mayan Hall contains a “Black Box” theatre as well as rehearsal space. A Black Box theatre is not called this because the walls are painted black, though often they are. A Black Box theatre has no permanent stage or seating area which allows the theatre to be configured as needed for each performance.

Other notable South Bay fixed-seat performance spaces include:

➤ *Civic Center Library Auditorium*

Chula Vista Public Library’s Civic Center Branch features a fixed seat auditorium that can accommodate up to 152 people. It has a tiny stage area appropriate for lectures, readings, film/video screenings, and small group performances. Overall, this is a 30-year old, outmoded facility that has never been renovated. From the beginning it was not intended to be used as a “theatre” but rather as a space for library programs to take place. Today it has uncomfortable seating, inadequate lighting and sound systems, poor acoustics and no backstage area or fly space. Despite these drawbacks, the auditorium is in regular use for children’s programming as well as serving as a film festival venue and space for meetings, lectures, and music performances.

➤ *Coors Amphitheatre*

The Coors Amphitheatre is located in southeastern Chula Vista. This is an outdoor performing arts venue operated by the for-profit corporation House of Blues®. Designed primarily for live music events, the theatre can seat 10,000 people in fixed seats, and approximately 10,000 more people can be accommodated on a grass area behind the permanent seating. The Amphitheatre is located seventeen miles from downtown San Diego and serves the entire San Diego County metropolitan region. The Coors Amphitheater offers primarily popular music concerts related to the varied cultural influences shaping contemporary music. Performers who have appeared at the Amphitheater range from Elton John to Jimmy Buffett.

Other notable South Bay performance spaces with portable seating and/or portable stages include:

➤ *Bolles Theatre*

The Bolles Theatre, named after current Cultural Arts Commissioner and School for the Creative and Performing Arts Facilitator Ron Bolles, is located on the Bonita Vista High School campus. The theatre serves as the annual location for the Bonitafest Melodrama. The theatre has a proscenium stage and can seat up to 200 people on folding chairs. Platforms in the seating area provide elevated seating. Theatres of this same limited size can be found on most of the high school campuses throughout the SUHSD.

➤ *Ruth Chapman Performing Arts Center*

The Ruth Chapman Performing Arts Center, built in 1995, is located on the EastLake High School campus. The main performance area is actually a multipurpose facility that features a proscenium stage and can seat up to 428 people on moveable chairs and in lecture hall seats. This often-used facility serves as an important venue for the entire Sweetwater Union High School District. In addition to the Ruth Chapman Theatre, the Center also has a Black Box theatre for smaller events.

➤ *Chula Vista High School Theatre (a.k.a. The Theatre on K Street)*

This frequently used theatre is a venue for the Chula Vista School for the Creative and Performing Arts (SCPA), which is located in western Chula Vista. The theatre has a proscenium stage, with movable chairs that can seat approximately 200 people. The theatre has a small lobby with space for displaying student artwork. The SCPA also has two other venues located on the campus of Chula Vista Middle School: the original 1930s style auditorium seats 200 people in folding chairs; and a new multipurpose room seats 450 people on moveable chairs. Both venues have proscenium stages.

➤ *Memorial Park Bowl*

The Memorial Park Bowl is a City-owned outdoor amphitheatre facility located in Memorial Park, adjacent to the Third Avenue Village. The Bowl can accommodate up to seven hundred people on a fixed stone seating area and is often used for the City's Music in the Park Summer Concert Series.

➤ *OnStage Playhouse*

Onstage Playhouse is located on Third Avenue and F Street and is one of the arts attractions of the Third Avenue Village. The OnStage Playhouse is currently in its 27th season and is the only live community theatre in Chula Vista. The storefront theatre operates year-round, producing six or more plays in an intimate space that can seat up to 60 people.

➤ *Otay Ranch High School Theatre*

This school has a proscenium stage situated in a multipurpose room with portable seating that can accommodate up to 450 people.

➤ *Rancho del Rey Middle School Theatre and EastLake Middle School Theatre*  
Both schools have performance spaces that serve students of the respective schools as well as other Sweetwater Union High School District students. The performance spaces are actually frequent-use multi-purpose rooms with proscenium stages. Each facility can accommodate up to 450 people on folding chairs.

➤ *San Diego Junior Theatre*

San Diego Junior Theatre originally began 58 years ago as a community program by San Diego's Old Globe Theatre. Today, SDJT operates as an independent, nonprofit organization for the benefit of children throughout San Diego County and is the oldest continuing children's theatre program in the country. SDJT offers classes at Balboa Park, in La Jolla, and in a renovated

storefront facility in the heart of Chula Vista on Third Avenue. The Chula Vista storefront facility offers year-round theatre classes to all age children and teens, and also produces a series of four live plays throughout the year: one per quarter, twelve performances per play. The storefront has folding chairs on portable risers that can accommodate up to 120 people for each performance.

## **VISUAL ARTS AND HERITAGE FACILITIES**

What was true about the surprising lack of adequately-equipped performing arts facilities in the South Bay is, unfortunately, also true for the Visual Arts. In fact, there are no specifically dedicated exhibition spaces for fine art in the entire South Bay other than the 1200 square foot gallery at *Southwestern College* that is predominately used by the college's own students and faculty.

Other notable visual arts-related spaces include:

### ➤ *The International Institute of Photographic Arts*

Established in 1972 to further the acceptance of color photography as fine art, the Institute houses a color photography collection that includes works by some of the most prominent photographers in the world, including one of the largest collections in the Dye Transfer medium. The Institute opened its doors to the general public in 2006 offering high quality art services and a new 5,000 square foot exhibition space.

### ➤ *OnStage Playhouse Art Gallery*

In addition to their live community theatre productions, OnStage Playhouse has a small lobby gallery space where local and regional artists are showcased.

### ➤ *Moctezuma Books and Gallery*

Moctezuma Books and Gallery, on Chula Vista's Third Avenue, regularly hosts artist receptions and poetry readings with local authors, artists, professors, and friends of the arts. All readings and events are bilingual. Moctezuma Gallery focuses on contemporary and modern art from the San Diego-Tijuana border area, Mexico and the Californias. The small Gallery features original paintings, drawings, ceramics, and prints. Established and emerging artists are exhibited

### ➤ *Rosemary Lane Galería*

The Rosemary Lane Galería is located in the South Branch of the Chula Vista Public Library, which was designed by famed Mexican architect Ricardo Legoretta. The Galería is essentially two linear hallway spaces that provide exhibition space for local and regional artists. It is open to the public during library hours and showcases between six to eight special exhibitions per year. It also serves as the main exhibition space for an annual showcase of SUHSD visual arts students.

Notable history and heritage-related exhibit spaces include:

### ➤ *Bonita Museum and Cultural Center*

The nonprofit Bonita Museum is dedicated to preserving the culture and history

of the Sweetwater Valley and South County. Established in 1987, the Museum has collected historical artifacts, photographs and other materials. In 2003, Supervisor Greg Cox announced that San Diego County would be constructing a new Bonita-Sunnyside Library and Museum in the heart of Bonita. With the help of numerous private contributions, construction was completed in the winter of 2005 and the Bonita Museum subsequently moved into its new 3000 sq. foot space.

➤ *Chula Vista Heritage Museum*

The Heritage Museum is part of the Chula Vista Public Library and is assisted by the Heritage Museum Society, a division of the nonprofit Friends of the Chula Vista Library. The 600 square foot Museum is dedicated to preserving the cultural and historic legacy of Chula Vista and is located on historic Third Avenue.

## **ARTS PROGRAMS**

Overview of Existing Programs Sponsored by the City of Chula Vista:

➤ *Mayor's Performing and Visual Arts Task Force Grant Program*

In 1997, the Chula Vista City Council approved a sublease with the House of Blues Concerts, Inc. (formerly Universal Concerts) that established a process whereby a portion of ticket sales proceeds at the Coors Amphitheater would be paid to the City and utilized for a Performing and Visual Arts Fund. This fund is used for arts grants to the Chula Vista community for the purpose of promoting and stimulating the growth of performing and cultural arts within the City of Chula Vista.

As called for in the sublease, a Mayor's Performing and Visual Arts Task Force was established and it annually makes recommendations to the City Council regarding the arts grant awards. The Task Force is staffed by the Office of Arts & Culture which formally conducts the grant application process. For 2006, the Office of Arts & Culture received \$52,500 from the House of Blues for the fiscal year 2006/2007 grant cycle.

➤ *Chula Vista's Taste of the Arts Festival*

Chula Vista's premier outdoor festival is the Taste of the Arts, which celebrates all arts and culture disciplines and is the largest event of its kind in the South Bay. The festival has been produced annually for 19 years and typically features multiple stages with live professional music and dance performances, student talent, juried art exhibits, a variety of art and crafts for sale, hands-on art-making activities, and numerous vendor booths. For the past several years the festival has been staged at Bayside Park.

➤ *Music in the Park - Summer Concert Series*

Music in the Park is a summer concert series that has been presented by the City of Chula Vista for the past forty-four years. Music in The Park is a series of free, live music concerts of varying genres held in various parks throughout the city.

➤ *Gayle McCandliss Arts Awards*

Each year the Gayle McCandliss Arts Awards are presented during a City Council meeting. Individuals and organizations are invited to submit nominations for consideration. The awards are made possible by the Gayle McCandliss Art Awards Memorial Fund that was established in 1991 in honor of the late Mayor Gayle McCandliss. Consistent with her wishes, it was established as a perpetual fund to recognize and provide monetary support or recognition to individuals or groups who make substantial contribution to the arts in the City of Chula Vista. Awards are given the following categories:

1. Rising Star Awards

These awards recognize artistic achievement by talented young artists in every art form- dance, music, theater, medial, visual and literary arts. Nominees must be graduating high school seniors, a resident of the City of Chula Vista, and currently attending a public or private school. Certificates and monetary prizes are awarded to the winners. Winners may be invited to exhibit or perform their work at a City festival.

2. Bravo Award

This award recognizes significant artistic achievement by an individual whose work has helped to build community pride and appreciation of the art and culture of the City of Chula Vista. Out-of-school, adult individual artists in all disciplines are eligible. Certificates are awarded to the winner and they may be invited to exhibit or perform their work at a City festival

3. Distinguished Service Award

This award recognizes community service by an individual or group who has voluntarily given time and donated resources in support of Chula Vista's art, artists and the community's cultural life. Individuals, arts patrons, corporations or businesses, local government representatives, educators, and other non-profit organizations are eligible. A certificate of appreciation is presented to the honoree.

4. Literary Award

This award recognizes literary achievements by an individual or individuals whose works have helped to build better community understanding, appreciation and pride in the literary arts. The nominees are screened by a committee of the Library Board and Library staff and recommended to the Cultural Arts Commission for final approval. Eligibility is limited to Adult (18+) individual writers in any format who are residents of Chula Vista. Award plaques and monetary prizes are awarded to the winner(s).

➤ *Public Art Program*

The Office of Arts & Culture provides advisory services and administrative support for a broad array of individuals and organizations engaged in the field of public art in Chula Vista and the South Bay region. The Office of Arts & Culture maintains a listing of current artists working in a range of media.



The majority of funding for current public art opportunities comes from the Unified Port of San Diego's 1% for Art Ordinance on development projects within Port tidelands which include the areas of Port tidelands within the Chula Vista city limits. The Chula Vista Office of Arts & Culture staff and the Cultural Arts Commission's Public Art Sub-Committee periodically manage the public art work selection process for Port-funded public art projects in Chula Vista.

The City's Office of Arts & Culture has recently enacted, with Council approval, a process whereby loaned pieces of public art can be put on public display on City-owned properties for a period of time of one to three years.

In addition, there are currently in place two Chula Vista Redevelopment Agency 1% for Arts policies applicable to development projects within the Redevelopment Zones of Town Center I and Bayfront. Both policies impose public art selection and fund collection on the Redevelopment Agency itself, with design review conducted by the City's Design Review Committee. These policies were adopted prior to the creation of the current Office of Arts & Culture, the Chula Vista Cultural Arts Commission, and its Public Art Sub-Committee. Approximately 20 public art works and architectural enhancements (such as fountain features and stained glass windows) have been created as a result of these policies since 1979. Detailed information about each work is included in the City's "Public Art in Chula Vista" guide, coordinated by the Office of Arts & Culture and published by the Chula Vista Heritage Museum.



➤ *Chula Vista Public Library Programs*

At its three branches, the Chula Vista Public Library presents over 150 cultural programs annually. Programs include live music concerts, film presentations, book discussion groups, and author lectures. Almost 9,000 people attended cultural programs in 2004-05. In addition, over 22,000 children attended some 600 programs in that same year. Although most children's programs were literacy based, many introduced young people to music, movement, puppetry, and other cultural activities. In 2006, the Chula Vista Public Library also created a new Foundation to support the library as well as arts and culture in Chula Vista.

➤ *City of Chula Vista Recreation Department Programs*

The City of Chula Vista Recreation Department offers ongoing classes, open to the general public through a class fee and registration system, in a wide variety of arts and culture disciplines. Class subjects typically include: Ballet, Tap, Mexican Folk Dance, Belly Dancing, Polynesian Dance, Salsa, Hip Hop, Flamenco, Drawing, Sculpture, Cartoon Drawing, Creative Clay, Drawing/Watercolors, Acting, Guitar, Keyboards, and Little Voices Chorus. Annual class enrollment exceeds 7,000 individuals at the Recreation Centers and satellite locations. Approximately 440 classes are offered annually with an average enrollment of 16 students per class. Class instructors are drawn from a pool of arts and culture professionals within the community and they are compensated for their services.

## Overview of Existing School-Based Arts and Culture Programs

➤ *Sweetwater Union High School District Visual and Performing Arts*

The Sweetwater Union High School District (SUHSD) has the largest school-based visual and performing arts program in the State of California and is the first district to offer formal Mariachi and Ballet Folklorico training. Recently, SUHSD arts students' academic test scores are consistently higher than non-arts students. Participation throughout the SUHSD is strong in all disciplines, with 53% of all district students participating in visual/performing arts programs.

The Chula Vista School for the Creative and Performing Arts (SCPA), housed at Chula Vista High School and Chula Vista Middle School, has over 800 students who have selected a "major" from many artistic disciplines, including Choir, Orchestra, Band, Ballet Folklorico, Ballet, Jazz, Tap Dance, Piano, Guitar, Mariachi, Music Theory, Computer Arts, Traditional Art, Stage Technology and Theatre Arts. SCPA students, on the average, have a GPA that is a full grade point higher than other students at Chula Vista High School.

SCPA also annually sponsors the Chula Vista Band Review, a weekend-long event that draws up to 4,000 visitors to Chula Vista from throughout California.

Bonita Vista High School's Show Choir, the Music Machine, has performed in 22 countries. Of the more than 16,000 high school choirs in the United States, the

Music Machine is consistently ranked in the top 10 in the nation. Music Machine has won over 300 awards in regional, state, national and international competitions.

➤ *Chula Vista Elementary School District*

The Chula Vista Elementary School District (CVESD) has two “Arts Magnet” schools in Allen Elementary School and Kellogg Elementary School. Both schools feature programs that involve students in curriculum-related, sequential skill-based instruction in dance, vocal music, drama, and art provided by specially trained staff and professional consultants.

➤ *Southwestern College*

Southwestern College is organized into academic units, referred to as schools. The School of Arts & Communication houses the disciplines of Art, Commercial Music, Dance, Graphic Design, Interdisciplinary New Media, Journalism, Music, Speech, Telemedia, and Theatre. The School’s main objective is to provide quality comprehensive programs that serve student needs. The broad curriculum offers students the opportunity to learn academic theory while gaining hands-on experience. Southwestern College maintains state-of-the-art equipment and facilities to support the growth and development of their programs.

Southwestern’s Arts & Communication classes include instruction in Art, Ceramics, Drawing, Painting, Printmaking, Photography, Graphic Design, Design in Wood, Jewelry & Metalwork, Interdisciplinary New Media Studies, Modern Dance, Ballet, Jazz Dance, Ballroom, Latin American, African, and Tap Dance. Music classes cover Instrumental Jazz Ensembles, Vocal Jazz Ensembles, Choral Music, Commercial Music, the nation’s only Mariachi Studies program, African Drumming, Chamber Singers, Piano, and Guitar. Theatre classes include Acting Workshops, Directing, and Technical Theatre.

#### Overview of Chula Vista-Based Arts Groups/Programs

➤ *Bonitafest Melodrama*

Now in its 29<sup>th</sup> year, the Bonitafest Melodrama is a community-based nonprofit organization that annually produces an original musical theatre production that celebrates the history of the Bonita and Chula Vista communities. Family-oriented melodramatic productions involve scores of theatre artists of all ages and run for four performances in conjunction with the Bonitafest celebration held every fall.

➤ *Chula Vista Art Guild and Bonita Artists Potpourri*

Both the Chula Vista Art Guild and the Bonita Artists Potpourri are all-volunteer based membership guilds of local visual artists practicing in all mediums. Both organizations display the works of their respective memberships throughout the City including local businesses, libraries, courthouses and outdoor venues. Neither group has its own facility.

➤ *Chula Vista Community Concert Band*

This is a recently-formed all volunteer community-based ensemble dedicated to

providing Chula Vista residents performances of band performances. Their goal is to reach 60 members and to work closely with school music programs in the City through workshops, clinics and master classes.

➤ *Dance Instruction Studios*

Chula Vista is home to approximately one dozen private dance instruction studios offering classes for students of all ages, with a major emphasis on children's instructional dance programs. These studios feature performances for live audiences on a regular basis.

➤ *Friends of the Arts*

Friends of the Arts is an all-volunteer non-profit agency founded in 1995 for the purpose of promoting, preserving and preserving fine arts in Chula Vista and the South Bay. Recent programs have emphasized music, art and drama workshops for children ages 5-17.

➤ *Imagination Express*

Imagination Express is a professionally trained Mime Troupe that performs mostly for school assemblies and community festivals. This is a private home based organization without a performance facility of its own.

➤ *Mariachi Scholarship Foundation*

In 2005 the Mariachi Scholarship Foundation, which is affiliated with SUHSD, sponsored the First Annual Chula Vista International Mariachi Conference, serving students of the South Bay as well as throughout California, Arizona and Texas with four days of mariachi instruction and performance.

➤ *OnStage Playhouse*

The OnStage Playhouse is currently in its 27th season and is the only live community theatre in Chula Vista. OnStage has a paid, part-time staff and operates year-round, producing six or more plays in an intimate storefront space.

➤ *South Bay Community Chorale*

This non-auditioned 100-voice choir is open to people of all ages. They have an extremely varied repertoire and annually produce two major concerts held at the Ruth Chapman Performing Arts Center. Through a partnership with the SCPA, the choir rehearses in the Theatre on K Street and provides scholarships for vocal music students. The choir is offered through the Chula Vista Adult School.

➤ *Third Avenue Village Association*

The Third Avenue Village Association (TAVA), formerly the Downtown Business Association, annually produces several community festivals including *Cinco de Mayo*, *the Lemon Festival*, and *Artwalk*. Each festival features live entertainment elements and visual arts presentations. In addition TAVA annually produces a series of live music concerts during July and August in conjunction with the Thursday afternoon Farmer's Market. Free concerts are staged in Memorial Park across from the Farmer's Market. TAVA has recently launched Third Thursdays on Third, a monthly celebration of local visual artists held in local businesses.

The TAVA office is used by the Chula Vista Art Guild as a small exhibition space

for its members. TAVA has also sponsored local artists who have painted utility boxes in the downtown urban core area and a Farmer's Market mural project, both with funding provided by the City's Performing and Visual Arts grants.

➤ *Regional Arts Groups in the Schools*

Multiple grants from the Mayor's Performing and Visual Arts Task Force have been made to fund educational outreach efforts to the schools, including:

- San Diego Opera's educational programming to Middle School students
- California Ballet's dance demonstrations to Middle School students
- Playwright's Project's work in Language Arts with High School students
- La Jolla Playhouse's stagecraft technical instruction for high school students
- Old Globe Theatre's educational programming in acting and dance for high school students
- The San Diego Symphony strings have provided both middle and high school level student stringed instrument instruction
- Installation Gallery has been working with elementary school students for several years with artist in residence programs
- Imagination Express has been working with K-5<sup>th</sup> grade students on dealing with social issues through performance art



- *Figure 5 – Existing Visual and Performing Arts Venues, Facilities and Programs in Chula Vista illustrates the locations of Chula Vista's existing venues and facilities for the visual and performing arts as well as the locations of major programs.*



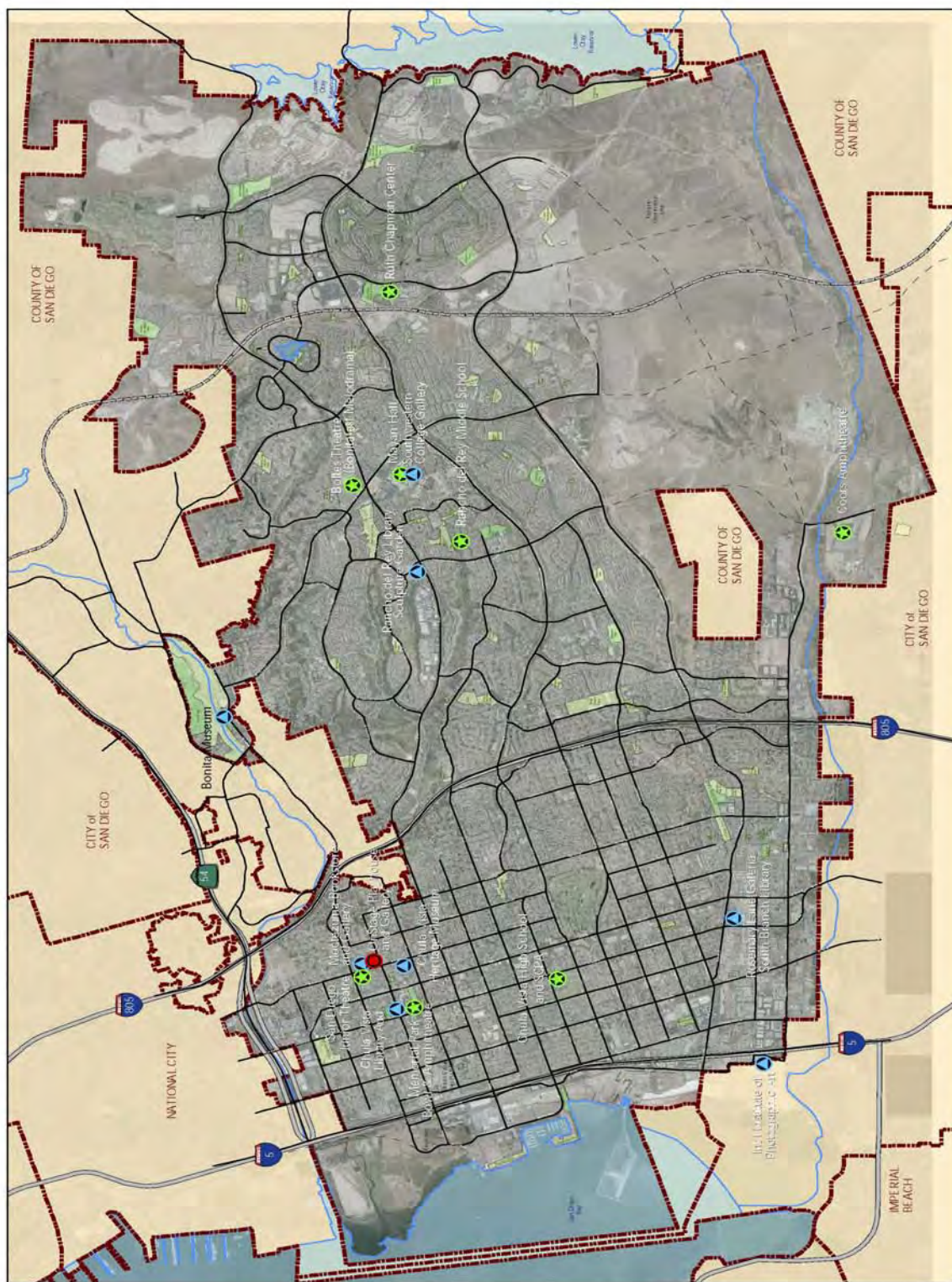
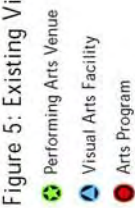


Figure 5: Existing Visual and Performing Arts Venues, Facilities and Programs in Chula Vista



## ***Section 3***



## **COMMUNITY INPUTS**

### **ARTS MASTER PLAN -**



During the spring and summer of 2005, interviews were conducted with four members of the City Council, the Mayor, the City Manager, representatives from several City departments, leaders in arts education, artists, and representatives of several non-profit arts organizations. Focus groups were conducted with arts, government, community, and educational leaders. Several meetings were also held with a twenty-five member Citizens Advisory Committee, created to provide critical feedback to this plan, and with the Cultural Arts Commission. Two public forums, open to any resident of Chula Vista, were also held.

Two kinds of input were obtained from interviews, meetings, focus groups and workshops: 1) ideas regarding the value of the arts to Chula Vista and 2) observations and suggestions regarding needs and potentials for arts venues, facilities and programs. The first input relates to the value of the arts in the lives of individuals and the Chula Vista community. The second input addresses specific needs and opportunities for the arts in Chula Vista.

### **INSIGHTS REGARDING THE VALUE OF THE ARTS TO THE LIVES OF INDIVIDUALS AND THE COMMUNITY IN CHULA VISTA**

Following are quotes from members of the Chula Vista community regarding the value of the arts to the life of individuals and the community.

- *Art is an intrinsic part of life and should be an important part of Chula Vista. The process of making and viewing art can expand our minds and change the way we think about the world.*
- *Art has the power to bring people of different ages, ethnicities, and religions together, and can therefore create a more united city.*
- *Art is a medium to get people to think and to dream.*
- *There is a good mix of cultures in this city that will support the arts.*
- *The kids in Chula Vista sparkle and shine. There is an incredible amount of artistic talent here.*
- *A community is judged by the quality of its art programs.*
- *Building a city is an art.*
- *Art changes the way you think, the way you are.*
- *People can build community through the arts.*
- *Everyone is an artist.*
- *There is a need for the arts in Chula Vista and people will support it. There is a market for the arts in Chula Vista.*



- *The revenue needed so support the arts is coming to Chula Vista.*
- *The arts are a pathway for careers and partnerships.*
- *The arts are a place where you can discover.*
- *The purpose of art is to exercise the mind.*
- *Art expands your mind and experience and this is invaluable.*
- *In order to be a great city, Chula Vista must have funding for the arts.*
- *The problems of the world can be solved through creative expression.*
- *Creating an exciting place is not attainable without the arts.*
- *Chula Vista should exude the Arts.*

These inputs from members of the Chula Vista community have provided inspiration for the arts recommendations contained in section 5.



## **COMMUNITY OBSERVATIONS REGARDING POTENTIALS TO EXPAND AND ENHANCE THE ARTS IN CHULA VISTA**

Following is a summary of the principal observations of community members regarding the current state of arts venues, facilities and programs in Chula Vista.

- There is a broad consensus that Chula Vista needs additional performing arts venues. These venues are needed for school and community groups, and traveling professional companies.
- There is a broad consensus that the visual and performing arts are underfunded in Chula Vista.
- Chula Vista is severely lacking in adequate, dedicated gallery space for the public display of the visual arts.
- Chula Vista has sound programs in performing and visual arts in the City's schools, libraries and community centers. These programs need to be nurtured and realized in better facilities.
- There are current, major opportunities to enhance the visual and performing arts in Chula Vista by incorporating the arts as keystones of the revitalization of Downtown and the development of the Bayfront and University sites.
- There is a lack of synergy between the existing arts venues and the areas around them – synergies such as the availability of restaurants, galleries and specialty retail.
- The potential of Chula Vista's artists and arts organizations is underutilized. Chula Vista has the potential to exude a sense of creative expression but currently doesn't.
- Additional resources are needed to coordinate and promote the visual and performing arts.
- Chula Vista lacks places for artists to live and work in the community.
- Chula Vista should do more to take advantage of its regional setting in terms of collaborations with arts organizations in San Diego and Baja California.

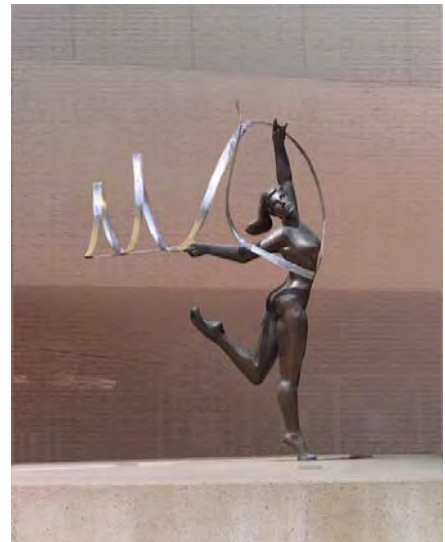
These inputs from members of the Chula Vista community have significantly influenced the arts recommendations contained in section 5.



## ***Section 4***



# **PUBLIC FUNDING AND INVESTMENT IN THE ARTS AT THE LOCAL LEVEL IN CALIFORNIA**



**ARTS MASTER PLAN –**



## **PUBLIC FUNDING AND INVESTMENT IN THE ARTS**

The significant economic impact of the arts challenges the perception that the arts are only worthy of support in prosperous times, but hard to justify when the economy is struggling. According to the 2002 report *Economic Impact of the Nonprofit Arts Industry in California*, by the California Arts Council, during fiscal year 2001-2002 expenditures by nonprofit arts and culture organizations generated \$18.2 million in tax revenue in California; \$7.6 million for local government and \$10.6 million for state government. Furthermore, nonprofit arts and culture organizations attracted and leveraged an additional \$25.2 million in contributed income from other public and private resources.

Other reports on the economic impact of the nonprofit arts and culture industry in various California communities have demonstrated that investing in this industry does not come at the expense of economic benefits, but rather strengthens the economy and fuels economic revitalization by supporting local jobs, stimulating consumer spending, and generating revenue to local governments. In short, arts and culture are good for business and the local economy.

Dr. Richard Florida, the Hirst Professor of Public Policy at George Mason University and a Senior Fellow at the Brookings Institution, stated in his 2002 best-selling book, *The Rise of the Creative Class and How It's Transforming Work, Leisure, Community and Everyday Life*, "The bottom line is that cities need a people climate even more today that they need a business climate. This means supporting creativity across the board--in all of its various facets and dimensions--and building a community that is attractive to creative people, not just to high-tech companies. As former Seattle mayor Paul Schell once said, success lies in '...creating a place where the creative experience can flourish.' Instead of subsidizing companies, stadiums and retail centers, communities need to be open to diversity and invest in the kinds of lifestyle options and amenities people really want. In fact, you cannot be a thriving high-tech center if you don't do this."

Dr. Florida goes on to state, "We can, of course, do much better than this [older models of development]. To do so, we need to shift both public and private funds away from investments in physical capital and toward investment in creative capital." San Francisco, San Diego, Los Angeles, and Sacramento, are among the leading areas in the country. Dr. Florida also warns, however, that we cannot rest on our laurels, that the creative environment must be nurtured through public investment. Naturally the arts, along with science, are at the forefront in building creative capital. Florida concludes that "The creative places of the future will be places that draw creative people and that promote creative activities."

Throughout California, local communities demonstrate their priorities and values by the programs and services they support with public funds. Investments in the arts provide public benefits that have consistently proven to be deserving of community investment. The arts create access to and facilitate participation in the life of the community. They promote diversity and understanding among different cultures and broaden educational opportunities for people of all ages.

Investments in the arts have proven to be fiscally advantageous for many California communities. Local cultural amenities and public art installations attract tourists and visitors who spend more and stay longer in the “arts rich” communities they visit.

➤ *Impact of Cultural Tourism*

Cultural tourism is travel motivated entirely, or in part, to experience the arts, heritage, natural resources and special character of a place. It is the fastest growing sector of the travel industry. Cultural tourism attracts travelers who are better educated, more affluent, and have higher expectations for experiences that are both enjoyable and educational. This travel niche is important because cultural tourists not only help preserve and sustain a city’s culture and heritage, but they contribute to the city’s overall economic vitality.

For example, according to the Travel Industry Association's most recent 2003 study, historic/cultural travelers spend 38% more per trip (average \$623 vs. \$457, excluding cost of transportation) and stay 38% longer away from home as do other travelers. Thirty percent of historic/cultural travelers say they were influenced to visit given destinations by specific historic or cultural events and/or activities. The contributions of travelers to cultural and heritage resources help supplement the financial capabilities of local governments and economies.

The arts are proven to be a significant draw for visitors. Visitors spend money in connection with their attendance at arts events in restaurants, at retail shops, hotels, for gas and travel, and for parking. These expenditures are often a key to regional economic development, drawing income into the local economy.

Developing a successful strategy to attract cultural tourists to Chula Vista and ultimately to its arts and culture attractions and traditions will require a concerted effort of planning, partnership development, and most importantly, investment. It will also entail coordinating the activities of the City, business associations, the tourism industry, and cultural and conservation organizations in order to increase audiences, overnight stays, and tax revenues while protecting local resources and managing growth and development.

➤ *TOT Funding*

Many California city decision makers link revenue streams to expenditures in ways that their communities understand. For example, Transient Occupancy Taxes (TOT) are a common source of measuring support for the arts and promotion of tourism. This mechanism taxes tourists and visitors, in part, for the benefit they gain from the community’s cultural offerings. Taxes on hotel accommodations and car rentals have emerged over the past three decades as a primary means to finance activities that encourage tourists and visitors. Tourism taxes have historically been used for a broad range of services and activities – from operating support for visitors’ bureaus to funding summer concerts and fireworks displays. More recently, they have served as economic development

tools to build tourism infrastructure, including convention centers, sports stadiums, and, more pertinent to this plan, cultural facilities.

California communities differ tremendously in the ways they fund the arts through tourism taxes. An equivalent portion of general fund revenues that are tied to a percent of TOT collections can be dedicated to a specific arts facility or event, forwarded to a local arts agency, disbursed through a re-granting program, and/or paid directly to arts presenters or producers. A common thread is that funded programs and facilities have some connection to local tourism.

In San Diego, the San Diego Commission for Arts and Culture's primary task each year is to allocate nearly \$7.0 million in Transient Occupancy Tax related funds to over 130 arts, culture and community based non-profit organizations that provide programs and services accessible to residents and visitors alike. This is made possible through three distinct funding areas: 1) Organizational Support Program; 2) Festivals and Celebrations Program; and 3) the Neighborhood Arts Program.

San Diego's investment of TOT related funds to the arts provides large economic returns. According to the 2004 Economic and Community Impact Report (ECIR), an annual study prepared each year by the San Diego Commission for Arts and Culture and the San Diego Regional Arts and Culture Coalition, in fiscal year 2004, San Diego's arts and cultural attractions brought at least 1.5 million cultural tourists to the region. These tourists directly contributed \$369 million to the local economy. Arts and culture organizations supported by the Commission provided 4,889 jobs, 1.3 million free admissions to the public, and nearly 3,000 free events.

➤ *Cultural Districts formed through Public/Private Partnerships*

Cultural districts are increasingly used as anchors of attraction for downtown redevelopment. A cultural district is defined as a well-known, labeled, mixed-use area of a city in which a high concentration of cultural facilities serves as the anchor of attraction.

For example, the award-winning Merced Multicultural Arts Center transformed a dilapidated downtown building into a vibrant center for the arts and served as a catalyst for downtown revitalization. It represents a highly successful partnership among the City of Merced (population 69,500), its redevelopment agency, and the Merced County Arts Council.

Berkeley California's Addison Streets Arts District, winner of the 2002 grand prize in the Awards of Excellence competition sponsored by the California Association for Local Economic Development, is the linchpin of that city's downtown revitalization effort. The Berkeley Repertory Theater anchors the District. The District was developed through a collaborative partnership of arts and cultural organizations, developers, and the City. Recent additions to the District include the Berkeley Repertory Theater's new 600-seat Roda Theater, the 150-seat "in-

the-round" Aurora Theater, the nationally recognized Jazz School, the Nevo Education Center, and the unique Brazilian Capoeira Arts Cafe.

The Addison Streetscape Project is one element of the Addison Street Arts District. This public art project celebrates the Arts District, honors Berkeley's poetry heritage and the history of crafts in California, and provides an uplifting focal point for Addison Street and downtown Berkeley.

➤ *Percent for Art Funding*

The percent-for-art model is the most common funding source for public art in California and the United States. Percent-for-art policies set aside a percentage of funds from the construction budgets of public and private capital projects for the acquisition and commissioning of artworks. Specific policies vary greatly [see following table] among more than 70 California cities and counties, but most address three elements: 1) the definition of Capital Improvement Projects (CIP) that are eligible, 2) the percentage of the CIP budget identified for public art, and 3) guidelines for the use of percent-for-art funds.

The CIP eligibility criteria have a great influence on the scope and quality of the public art projects supported. The wide variety of a city's CIP projects can make for an impressive list to consider: office buildings, transit projects, libraries, parks, fire stations, city buildings, etc. A broader definition of eligible CIPs that includes private development greatly expands the scope of a public art program.

Percent for art ordinances vary across California but typically range from 0.5 percent to 2.0 percent. Funds generated support public art project administration and maintenance costs as well. Recently enacted programs have identified 2.0% as the amount needed to provide adequate funding for purchasing artwork, program administration, and ongoing maintenance. Many of California cities' long-term percent for art programs, including those of San Diego, Sacramento, San Francisco, San Jose and Stockton have recently increased to 2.0% to ensure adequate funding.

Successful development of a livable community should include installations of works of public art. Public art works help foster cultural awareness and a sense of place. Currently, much of Chula Vista is filled with broad areas of largely undifferentiated development. Signature public artworks can and will add greatly to the visual quality of the City's neighborhoods.

Chula Vista's Office of Arts & Culture currently collaborates with the Public Art Program of the San Diego Port District in development and placement of public art on Port property within Chula Vista's bay front. Working in cooperation with the Port and with local businesses, the City has seen growth in its public art installations on Port tidelands, most recently with the installation of George Peters and Melanie Walker's *Wind Oars* at Bayside Park, and of James T. Russell's *Hope Within* at the Community Health Group site. The impact of these striking forms in urban landscapes is difficult to measure but they surely play a role in defining a sense of community.



## COMPARISON OF PERCENT FOR ART PROGRAMS IN CALIFORNIA CITIES

City Name	2003 Estimated Population	Percent for Art Policies & Year adopted	Applicable to:	Other information
<b>SAN DIEGO COUNTY</b>				
Carlsbad	87,372	1.0% (1985)	City CIP except sewer & water projects	
Escondido	136,093	Formula (1989)	City CIP: 15¢ per square foot for projects >2,000 square feet	
Oceanside	167,082	1.0% (2000)	City CIP	
San Diego	1,266,753	2.0% (2004)	2.0% City CIP & Redevelopment projects of at least \$250,000. Recently enacted ordinance increase from 1.5% to 2.0%	TOT related funding = approx. \$7.0 million annually for arts support
Solana Beach	12,860	1.5% (2005)	City CIP	
<b>OTHER CALIFORNIA CITIES</b>				
Berkeley	102,049	1.5% (1998)	City CIP	
Beverly Hills	34,941	1.0% (1983)	City & Private CIP	
Brea	37,889	Formula (1975)	City & Private CIP 1.0% for projects >\$500,000	
Burbank	103,359	1.0% (1992)	City & Private CIP	
Chico	67,509	1.0% (1990)	City & Private CIP	TOT funds annual art grants
Claremont	34,964	1.0% (1997)	City CIP	
Davis	64,348	1.0% (1973)	City CIP	
Emeryville	6,882	Formula (1990)	1.5% City CIP; 1.0% private >\$300,000; 0.4% for private >\$2.0 million	
Fremont	204,525	1.0% (1978)	City CIP	
Glendale	200,499	1.5% (2000)	City CIP	
Huntington Beach	194,248	Honor System (1989)	Require public art element in City CIP & private development	
Laguna Beach	24,126	1.0% (1986)	City & Private CIP (Incl. residential if >4 lots)	
Lodi	61,027	1.0% (2000)	City CIP	
Los Angeles	3,819,951	Formula City (1989); Redevelopment Agency (1986)	1.0% City CIP; Redevelopment Agency Commercial = 1.57/sq.ft. Retail = 1.31/sq. ft. Hotel = .52/sq. ft. Manufacturing = 51/sq.ft. Warehouse = .39/sq.ft.	
Mountain View	69,366	1.0% (1991)	City CIP + commercial & industrial projects accessible to public	

## COMPARISON OF PERCENT FOR ART PROGRAMS IN CALIFORNIA CITIES

City Name	2003 Estimated Population	Percent for Art Policies & Year adopted	Applicable to:	Other information
Oakland	398,844	1.5% (1989)	City CIP	
Palm Desert	45,624	Formula (1986)	1.0% for City CIP; 0.5% for commercial; 0.25% for residential	
Palm Springs	45,228	Formula (1988)	Same as Palm Desert	
Palo Alto	57,233	Formula	Arts funding = 50% of General Fund's annual interest earnings	
Pasadena	141,114	2.0% (1988)	City & Private CIP	
Richmond	102,327	Formula (1997)	1.5% City & Redevelopment >\$300K	
Sacramento	445,335	2.0% (1977)	City & Redevelopment CIP	Increased to 2% in 1999
San Francisco (City & County)	751,682	2.0% (1967)	City CIP Increased to 2.0% in 1999	TOT funds = \$28.7 million for annual arts support
San Jose	898,349	2.0% (1984)	City & Private CIP	TOT related funding = \$2.3 million for annual arts grants
San Luis Obispo	44,202	Formula (1990)	1.0% City CIP; 0.5% non-residential private	Also have Municipal Art Fund
Santa Cruz	54,262	2.0% (1999)	City CIP	
Santa Monica	87,162	1.0% (1982)	City CIP	
Sausalito	7,300			TOT related funding = \$1.0 million for annual arts grants
Stockton	271,466	2.0% (2000)	City CIP	
Ventura	105,000	2.0% (1992)	City & Private CIP	



## ***Section 5***



## **RECOMMENDATIONS**

### **ARTS MASTER PLAN -**



## Introduction

**The Arts Master Plan provides 3 recommendations based on the following:**

- The Plan's Guiding Principles
  - Arts Education is Essential
  - Public-Private Cooperation is Essential
  - The Arts have a Significant Economic Impact
  - The Arts Bring Together Diverse People
  - Citizen Involvement in the Arts is Essential
- The Objectives and Policies adopted in the Public Facilities and Services Element of the City of Chula Vista's General Plan Update
- The documentation of Chula Vista's existing arts venues, facilities and programs
- The natural, historical, regional and developmental settings for the arts in Chula Vista

The City of Chula Vista's consideration of the recommendations of this plan should be firmly based on the community's strongly expressed desires for the following:

- Creation, installation and maintenance of public art within the City Of Chula Vista
- Providing increased support for Arts education
- Forging strong partnerships and collaborations between public and private organizations
- Development of new arts facilities
- Increased opportunities for the active participation of all residents in:
  - Developing their creative skills
  - Increasing their awareness of cultural traditions
  - Deepening their appreciation for arts and culture
- The potential for growth of local non-profit arts organizations
- Increased public awareness of Chula Vista's arts and culture scene and the City's role in promoting and/or co-promoting cultural and artistic programs that satisfy the interests and needs of all Chula Vista residents and visitors
- Creating an environment wherein artists and cultural organizations can thrive
- Maintaining quality, creativity and diversity in all forms of art and culture
- Fostering intercultural understanding on a local, regional and international level

## RECOMMENDATIONS

A creative, committed workforce, and in particular, a thriving community of artists, is vital to a rich civic life. Artists and other creative workers can make meaningful, unique contributions to Chula Vista in economic, physical and social terms. Investing in the creative sector is smart economics. It is also essential to promoting Chula Vista as a vibrant, progressive city. Chula Vista's policies, systems and spending priorities should enable artistic talent to flourish for the benefit of the entire community.

This Arts Master Plan document is a roadmap for Chula Vista's future, a future where Chula Vista is a place that champions its diverse heritage and embraces and supports the arts. The recommendations are based on the successful experiences of the Plan's consultants in other California cities including Pasadena and Riverside, the considerable feedback received from local interviews, focus groups and public meetings, the recommendations of the City's Cultural Arts Commission, and Arts and Culture staff study of other cities' successful arts and culture programs.

### 1. ADOPT POLICIES TO SUPPORT THE GROWTH OF PUBLIC ART

Introduction: More than 70 California cities have Public Art Programs in place. These programs, from small population cities like Emeryville (pop. 6,882) to large cities like San Diego, share similar goals: to create an artistic and visual harmony among the cities' buildings, landscapes and open spaces, and to serve the people of the community by bringing art into their daily lives and ensuring that the visual experience of the city is enriching and engaging.

Increasingly, cities are discovering the power of public art in creating a unique sense of place and preserving and celebrating history, heritage and culture. Public art also creates greater opportunities for cultural tourism, economic development and image building.

It is recommended that the City address the need for increased funding of public art, as well as the visual and performing arts in Chula Vista, in accordance with the recently adopted policies of the General Plan Update. In particular, Policy PFS20.1 states, in part, "*Prepare a citywide Cultural Arts Master Plan that....recommends ongoing financial support for the arts through consideration of a percentage for arts program....*" In addition, Policy PFS 20.3 states "*Encourage the installation of art pieces in publicly owned spaces and require developers to pay fees or provide art pieces that serve to enhance an individual project and contribute to the appearance and vitality of the development.*"

#### **1.1. Adopt a 2% for Art Policy on City Capital Improvement Projects (CIP) >\$250,000**

This recommended policy would be specifically for the City's above-grade projects of \$250,000 or more within and out of redevelopment areas. It is recommended that street paving/sealing and sidewalk rehabilitation projects, curb and gutter



installations, and ADA curb ramp installations and modifications be exempted from this policy, along with those portions of other CIP project budgets that have outside funding sources (e.g. Transportation Sales Taxes, Gas Taxes, etc.) that prohibit use of funds for anything outside of specific project expenses.

For Capital Improvement Program building projects that are under the aegis of the Redevelopment Agency, monies should be segregated from other funding sources as legally required and expended in accordance with the restrictions of any applicable bond, loan, or grant covenants and conditions.

Current City Redevelopment Agency policies applying to building development and renovation projects in Town Center I and Bayfront Redevelopment Project areas require a 1% public art allocation. These policies, adopted in 1979, should be changed to a 2% contribution and made applicable to all Chula Vista Redevelopment zones. Public art selection review for Redevelopment Project Areas, currently under the purview of the Design Review Committee, should be transferred to the City's Office of Arts & Culture and the Cultural Arts Commission, pending review by the Chula Vista Redevelopment Corporation.

## **1.2. Adopt a 2% for Art Policy on Private, Non-residential, Commercial Development Projects >\$250,000**

This 2% for public art policy could be satisfied through provision of a suitable onsite public art piece or art elements that have successfully passed the review of the Public Art Sub-Committee and Cultural Arts Commission or through a developer paid contribution to the Public Art Trust Fund in lieu of public art. The 2% set-aside should be based on projected building construction costs documented on building permit applications.

*Note: This Plan recommends 2% for Arts policies on City CIP and Commercial CIP instead of 1% for Arts policies for the following reasons:*

- A recent survey of public art programs nationwide revealed that 1% for Arts policies are falling short of providing the necessary funds for quality art pieces as well as ongoing maintenance, and administration costs of the programs.
- Typically, around 70% of monies collected are spent on the purchase of the public art piece, and the remaining 30% of the monies are spent on site preparation, installation and maintenance (preservation, restoration and repair) plus program administration (community participation activities, project documentation, publicity, community education activities).
- Several California cities that have had long-term 1% for Arts programs in place have recently increased to 2%, including Pasadena, San Diego, Sacramento, Santa Cruz, Stockton, Ventura, San Jose and San Francisco. Program administrators in each of these cities have experienced difficulty in providing funding for the specialized maintenance required for public art pieces under their previous 1% programs.

As an example of why a 2% for Arts Policy is more desirable than a 1% for Arts Policy for the City of Chula Vista, consider the following example:

#### **Chula Vista Fire Station #7**

*Actual Building Costs = \$5.2 million*

*A 1% for Arts policy would have generated \$52,000*

*A 2% for Arts policy would have generated \$104,000*

*Actual purchase cost for the bronze 9/11 commemorative public art sculpture "Courage, Dedication, Honor" = \$75,000*

*Installation, site preparation, ongoing maintenance, and preservation is estimated at \$30,000+*

*Total actual cost for public art installation = \$105,000+*



### **1.3. Establish a Public Art Trust Fund**

This new City-controlled Public Art Trust Fund would be a perpetual fund that would exist for the purpose of receiving and expending Percent for Arts policy monies and other monetary contributions. Recommended allowable expenditures for and definitions of eligible artworks are as follows:

#### **Public Art Works Expenditures:**

- Commissioned or acquired/purchased original art pieces
- Structures which enable the display of artwork
- Design, materials, and fabrication fees
- Labor and other contracted services for production and installation
- Permit and/or certificate fees
- Business and legal costs directly related to the public art project

- Transportation, site preparation, installation, and additional utility costs
- Insurance
- Artist travel and per diem expenses

**Public Art Program Operating Costs:**

- Program management including staff time, direct costs and overhead
- Documenting and cataloguing
- Maintaining/refurbishing public art when the cost of such maintenance exceeds funds available for maintenance of public property in general
- Expenses which are, or may become, an integral part of the public art program including community educational activities and public events

**Eligible Artworks**

- Sculpture: free-standing, wall-supported or suspended; kinetic, electronic; in any material or combination of materials
- Murals or portable paintings: in any material or materials,
- Earthworks, fiber works, neon, glass, mosaics, photographs, prints, calligraphy, any combination of forms of media including sound, literary elements, film, holographic images and video systems; hybrids of any media and new genres
- Furnishings or fixtures, including but not limited to gates, railings, streetlights, signage, seating, fountains, and shade structures, if created by artists as unique elements or limited editions
- Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist
- Temporary artworks or installations
- Incremental costs of infrastructure elements, such as soundwalls, utility structures, bus and trolley stops, roadway elements and other such items if designed by a professional artist or a design team that includes a professional visual artist

**Ineligible Artworks**

- “Art objects” which are mass produced or of standard manufacture, such as playground equipment, fountains or mass produced statuary
- Landscape architecture and landscape gardening except where those elements are designed by a professional visual artist and/or are an integral part of an artwork by an artist

## **2. SUPPORT AND EXPAND THE ARTS IN CHULA VISTA**

Introduction: Reports on the economic impact of the nonprofit arts and culture industry in various California communities have demonstrated that investing in this industry does not come at the expense of economic benefits, but rather strengthens the economy and fuels economic revitalization by supporting local jobs, stimulating consumer spending, and generating revenue to local governments. In short, arts and culture are good for business and the local economy.

Dr. Richard Florida, the Hirst Professor of Public Policy at George Mason University and a Senior Fellow at the Brookings Institution, stated in his 2002 best-selling book, *The Rise of the Creative Class and How It's Transforming Work, Leisure, Community and Everyday Life*, "The bottom line is that cities need a people climate even more today than they need a business climate. This means supporting creativity across the board--in all of its various facets and dimensions--and building a community that is attractive to creative people, not just to high-tech companies. And as former Seattle mayor Paul Schell once said, success lies in "...creating a place where the creative experience can flourish. Instead of subsidizing companies, stadiums and retail centers, communities need to be open to diversity and invest in the kinds of lifestyle options and amenities people really want. In fact, you cannot be a thriving high-tech center if you don't do this."

## **2.1. Enhance Existing Opportunities**

Arts and culture opportunities within Chula Vista are often neighborhood-related. For example, the City of Chula Vista's Recreation Department offers a variety of dance, music, and visual arts classes to people of all ages at many of the existing community/recreation centers. The Chula Vista Public Library provides gallery space for the visual arts at the South Chula Vista Branch Library, and the Civic Center Branch Library offers free film festivals and other cultural programs on a regular basis.

In order to continue connecting neighborhood residents to the arts, arts programs, events and classes should be expanded at existing and proposed community/recreation centers, parks and libraries. The General Plan also recommends the creation of community Parks throughout the City. These large parks should include unique landscaping, gardens, museum spaces, public art pieces, and performance spaces. Neighborhood arts programs should also be provided in these future community Parks.

Planning for public facilities and programs, including parks, elementary schools and recreation centers, has been a validated part of the historical tradition of planning for good neighborhoods. Some of the planning for portions of eastern Chula Vista has been based on the concept of village planning. These villages incorporate many of the principles of traditional neighborhood planning while also recognizing the positive potentials for community interaction that can be created by grouping schools, parks, recreation/community centers, artistic elements and performance spaces.

To enhance existing opportunities to further arts and culture, the City should:

- Renovate the Civic Center Library Auditorium
- Conduct a needs assessment for expansion/relocation of the Chula Vista Heritage Museum
- Integrate the visual and performing arts in the planning for the University site
  - Explore forming a college of Fine Arts at University
  - Provide performance and exhibition spaces
  - Provide cross-cultural visual and performing arts programs

- Link to school districts' visual and performing arts programs
- Involve Office of Arts and Culture staff and Cultural Arts Commission in concept development phases
- Extend the energy of the arts to all Chula Vista neighborhoods and villages and create additional citywide arts focal points
  - Expand neighborhood arts programs, events and classes
  - Create neighborhood and village arts plans
  - Create an artist colony
- Create additional citywide arts focal points at Southwestern College, Olympic Training Center, Eastern Urban Center, Coors Amphitheater, and other locations



### ***Neighborhood and Village Arts Plans***

It is recommended that neighborhood and village scaled visual and performing arts be strengthened through a series of Neighborhood and Village Arts Plans. These Plans should consider:

- Boundaries of neighborhoods and villages as designated by the General Plan and the Planning Department and as verified through discussions with the Neighborhoods and Villages as each Neighborhood and Village Art Plan is prepared
- Locations of existing and proposed schools, parks, recreation/community centers, libraries and other public facilities
- Locations of local retail areas.

It is recommended that the City incorporate planning for the visual and performing arts at the Neighborhood scale with the ongoing efforts of the City to upgrade the older portions of Chula Vista. Visual arts, such as murals and pedestrian scaled sculpture, can enrich the sites of existing and new schools, parks, libraries and community/ recreation centers. Visual arts, such as banners and paving treatments

can be used to create connections between existing and new public facilities and local shopping areas.

It is recommended that the City and the school districts continue and expand their cooperation and coordination of programs for the visual and performing arts throughout the City. City and school districts programs for the performing arts, such as music and dance, and for the creation of artwork, can be physically related to the network of schools, parks and community/recreation centers in each neighborhood.

### ***Create an Artist Colony***

It is also recommended that the City study the possible creation of an Artists Colony by investigating the adaptive reuse of industrial areas through amendment of the list of allowed uses in the zoning code to permit artist live-work spaces.

### ***Create Additional Citywide Visual Arts Focal Points***

It is recommended that additional Visual Arts Focal Points be created at the locations listed below. Public visual art pieces at these locations could include sculpture, electronic and digital art, murals and mosaics, paving treatments, fountains and earthworks. The following is an overview of the recommended locations.

- ***Southwestern College Vicinity***  
Potential expansion of Southwest College and/or mixed use retail and housing projects should be coupled with public art installations and additional arts venues and facilities.
- ***Olympic Training Center Arts Elements***  
Arts Plazas or walkways could be created in the vicinity of the entry to the Olympic Training Center to celebrate the connection between athletics and art.
- ***Eastern Urban Center***  
As this major retail focal point for the eastside is implemented, plans for arts venues and facilities and public art should be required of the developer(s) and reviewed by the Cultural Arts Commission.
- ***Coors Amphitheater***  
The environment of the Coors Amphitheater should be enhanced with public art elements such as sculpture and murals.
- ***Other locations***  
Other locations appropriate to become Citywide Art Focal Points include the Otay Ranch Towne Center and Terra Nova Plaza.

## **2.2. Create a Northwest Area Arts District**

Nearly all of the participants in the community inputs process emphasized that the City of Chula Vista and the South Bay region have a great need for performing arts venues and visual arts facilities. The planned revitalization of the Urban Core and



the ongoing Bayfront development plans present unprecedented and timely opportunities for Chula Vista to create prominent, appropriate locations for performing and visual arts venues and facilities, as well as places for artists to both live and work.

The Northwest Area Arts District should encompass the Urban Core planning area and the Bayfront Development area, with H Street designated as an Arts Corridor.

- Prepare a feasibility study for the location and development of a Downtown Arts Center and a Bayfront Arts Center
- Assist in the development of Artist Activated Spaces within the District
- Create H Street Arts Corridor

### ***Facilities for the Performing and Visual Arts in the Downtown Area***

- a. The Urban Core area is an ideal location for a **Downtown Arts Center** comprised of a 400 to 600 fixed seat Proscenium theatre, a 99 seat Black Box theatre, rehearsal spaces, and a dedicated area for visual art exhibits. It is recommended that the City prepare a feasibility study for the location and development of a Downtown Arts Center that includes specific recommendations for siting criteria, funding, construction and operation of the facility. This feasibility study should be undertaken as soon as possible – before the planned revitalization of the area creates major increases in property values and acquisition costs.

The Downtown area should provide up-to-date venues appropriate for performances by community theater groups, school groups, visual artists, and visiting professional companies. This Downtown Arts Center should be designed to be of high caliber in every regard to make viewing of plays, musical productions, and art exhibits an enjoyable, special experience. The facility should be carefully integrated with the scale and fabric of western Chula Vista

- b. **Artist Activated Spaces** should be located within the heart of the Third Avenue Village. The Artist Activated Spaces could be comprised of one storefront module in each block or several clustered within a block and would be either one or two stories in height depending on the block and the building.

Once identified, these spaces should be made available for use by artists as either gallery spaces for the visual arts and/or small performance spaces for live, film or video productions. Artist live-work spaces could be incorporated into some of these spaces – particularly if a two-story structure is acquired.

Artists or groups of artists from Chula Vista, the South Bay Region and Mexico could be invited to submit proposals for use of the spaces. The City or its Redevelopment Agency would need to make some investments in the infrastructure of the spaces but some or all of this investment could be made by the artists themselves depending on the extent of infrastructure upgrading

required. Leases could be initially subsidized by the Redevelopment Corporation to keep artists' costs low, with a decreasing amount of annual subsidy provided over the period of the lease term.

The creation of Artist Activated Spaces will help jump-start the revitalization of the Third Avenue Village area and create a vital component of arts activity in the Northwest Area Arts District. With City assistance/subsidies of these spaces, the presence of the working artists in the Village and Downtown will be assured for the long-term.

Selection of the sites and evaluation of their impact on the Village should be coordinated with the Third Avenue Village Association.

- c. The near term planned renovation of the **Civic Center Library** should include thorough renovation of the Library's outdated 152 seat auditorium into a modern, adequately-equipped performing and media arts center. This facility should be considered as a part of the Third Avenue Village arts scene and marketing and programming of this venue should be coordinated with other arts activities taking place on nearby Third Avenue.

### ***Facilities for the Performing and Visual Arts in the Bayfront***

The Bayfront is an ideal location for a **Bayfront Arts Center** comprised of a 1,800 to 2,400-seat theater, a 99-seat black box theater, associated rehearsal spaces and a 25,000 square foot **Visual Arts Gallery**. These facilities should be programmed for use by both the Chula Vista community and visiting performing companies and visual artists.

The City should immediately make certain that the Bayfront Master Plan provides adequate waterfront space for the Bayfront Arts Center. The Center should be visually prominent from the Bay and should also be located to create the visual terminus of H Street. Locating the new Bayfront Arts Center on-axis with H Street, a street running through the entire City, will create a powerful symbol of the importance that the Chula Vista community places on the arts.

### ***H Street Arts Corridor***

**H Street**, in the Urban Core Specific Plan, is recommended to become a Grand Boulevard – a high-density mixed-use area with townhouses, public transit connections, larger buildings, new retail and commercial opportunities and open space. The H Street Grand Boulevard should also be an Arts Corridor which emphasizes the visual arts, including traditional sculpture, electronic media, banners, temporary and permanent public art installations, murals, mosaics and artist designed street furniture components.

The entire length of H Street, from far eastern Chula Vista to the Bayfront, should be treated as an “arts corridor” that serves to transport all residents to the major arts

facilities and events within Chula Vista and connects the eastern portions of the City to the western portions.

### ***F Street Connector***

In the Urban Core Specific Plan, F Street is designated as a pedestrian and bicycle-oriented street with public markets, pocket parks, and enhanced pedestrian amenities. F Street will also serve as an important connector between the Third Avenue Village and Bayfront components of the Northwest Area Arts District.

## **2.3. Create a Blue Ribbon Task Force to Generate Major Funding for the Arts**

This Blue Ribbon Task Force should be appointed by Council and should be comprised of City neighborhood, business and educational leaders who would be charged with a concentrated effort of raising private funds on a major scale. Recent and current developers of eastern Chula Vista, the Bayfront and other major projects in Chula Vista, as well as wealthy individuals, should be given the opportunity to contribute funds for near term construction of new visual and performing arts facilities and to provide for support/expansion of existing facilities. The Chula Vista Public Library Foundation could serve as the tax-exempt fiscal agent for receipt of charitable gifts and grants.

## **2.4. Address Short and Long-term Funding Needs**

The City of Chula Vista's financial support of local arts groups and arts activities in public schools has been, to date, restricted to the annual re-granting of monies received through a contractual agreement with House of Blues® and Coors Amphitheater. These pass-through funds have totaled in the \$35,000-\$50,000 range for the past seven years and have been re-granted to local groups and schools in amounts ranging from \$500 - \$2,500 each. Input from local arts leaders and school administrators indicated that these small grants, while appreciated, have no long term impact on the provision of arts and culture programming in Chula Vista and have had no impact on the provision of additional arts and culture facilities.

It is recommended that the City address both short and long-term financial needs of the arts in the following ways:

- Assess periodically the funding needs of local arts groups and school arts programs
- Increase the funding for the Mayor's Performing and Visual Arts Task Force Grants from the current annual \$35,000-\$50,000 level
- Continue and expand collaborations and partnerships with local and regional arts groups and schools
- Instruct the Cultural Arts Commission and staff to investigate and recommend to Council specific public and private funding methodologies that have proven successful in other municipalities. Additional funding would allow the City and its partners to:
  - Support the growth of local arts groups

- Support professional arts performances and exhibits taking place within Chula Vista
- Support a broad range of neighborhood arts programs
- Support future cultural arts centers
- Enhance cultural tourism through support of marketing and promotion efforts
- Collaborate with the non-profit Chula Vista Library Foundation in conducting fundraising for the Foundation among individuals, businesses, and private foundations to provide for a reliable private source of funding to benefit the Arts in Chula Vista



## **2.5. Enhance the Role of the Cultural Arts Commission**

The role of the Cultural Arts Commission is to advise the City Council on matters related to arts and culture. That role should be enhanced to include providing guidance for the implementation all of the recommendations contained in the Arts Master Plan.

- Oversee implementation of the Arts Master Plan
- Recruit more artists/arts administrators to Commission
- Provide annual report to Council
- Preserve artists' rights
- Develop a plan for oversight of public art cataloguing
- Oversee five-year public art maintenance surveys
- Oversee periodic renewal of the Arts Master Plan
- Advocate for adequate staffing for Office of Arts and Culture

### 3. INCREASE MARKETING AND PROMOTION OF THE ARTS

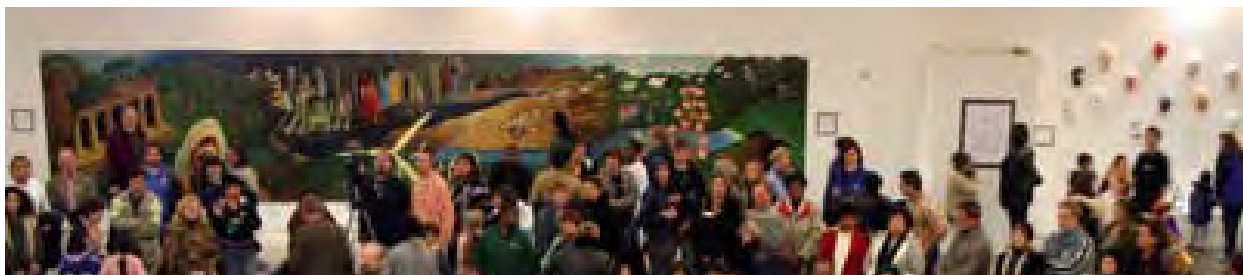
Introduction: Chula Vista should be the hub of cultural activities for people living in the South Bay. Chula Vista is already recognized for the beauty of its natural environment, historic residential architecture, and diverse cultural life. Arts and culture events and festivals are important assets in the City's tourism industry and are marketable products to residents, visitors and future conventioners. Encouraging cultural tourism will help the City stimulate its economy by redefining its image, providing a return on investment in cultural attractions, promoting Chula Vista's historic character as an asset, and generating new tax revenues to support City services.

#### 3.1. Implement a Comprehensive Arts Marketing and Promotion Program

- Create an Arts Movement program
- Create City art gateways at points of connection with regional freeway system and at existing and proposed transit stations
- Create an arts banner program to demarcate arts districts
- Publish arts movement and art walk maps
- Designate an arts shuttle bus for the Northwest Area Arts District
- Establish Art Nights in Chula Vista
- Expand regional dialogues/programs with San Diego and Baja California

Following creation of the Northwest Area Arts District, the opening of more arts venues and facilities, and the growth of the Third Avenue Village Association's *Third Thursdays on Third* events, the City should help coordinate an Art Nights in Chula Vista program to allow residents and visitors to experience the visual and performing arts available in the City.

Arts Shuttle buses and/or the Bus Rapid Transit buses should be available during off-peak hours to take participants on customized routes, which could vary somewhat with each Art Night. Buses should be scheduled to arrive at each arts venue or facility on approximately one-half hour intervals to provide the potential of visiting multiple locations over a period of three to four hours.



A comprehensive arts promotion and marketing program should include the creation of an Arts and Culture Page on the City's Web Site. This page should publicize City-sponsored events such as the Taste of the Arts festival and Music in the Park Summer Concert Series, and provide links to the web sites of the School Districts and the various arts organizations located in the South Bay, San Diego and Tijuana.

A web-based, comprehensive Arts and Culture Calendar should be created and also printed for distribution in libraries or by mail..

It is recommended that Chula Vista create an Arts Movement Program in coordination with the Chula Vista Transit System and the San Diego Metropolitan Transit System. The Arts Movement Program should be created by the following actions.

- **Create City Art Gateways** at points of connection with the regional freeway system and at the existing and proposed stations of the San Diego Trolley Blue Line

The City Art Gateways should consist of artist-conceived Gateways that could include one or more visual art elements including sculpture, murals, landscaping, earth forms, signage and lighting. The City Gateways should be located at freeway interchanges, freeway underpasses and other appropriate street locations that make significant connections to the regional freeway network.

Artists should be involved in the planning stages for the new rail transit stations and in retrofitting existing stations with public art. The Public Art Sub-Committee should be overseeing the selection of artists recommended to the Cultural Arts Commission and City Council. The art themes at the local rail stations should reflect artist insights about the immediate vicinity of a station and/or artist's insights about the relationship of Chula Vista to its natural, historical and developmental setting.





- **Create An Arts Banners Program**

Banners can also be considered works of art. An Arts Banners Program should be designed through a collaboration of artists and graphic designers to demarcate the Northwest Area Arts District. Banners along Third Avenue, H Street and E Street can define the concept for and general extent of the Northwest Area Arts District immediately. These banners could be in place for several years. The banners can be replaced from time to time with special event banners relating to arts events within the District.

Citywide Arts Banners should be located along H Street and other major transportation corridors to announce arts events and reinforce the connection to the Northwest Area Arts District, and to other City arts venues or facilities.

The Public Art Sub-Committee should be responsible for recommending the selection of the graphic designer/ artist teams to implement the Urban Core Arts District and Citywide Arts Banner Programs in coordination with the Cultural Arts Commission and the Office of Arts & Culture.



- **Publish Arts Movement and Art Walk Maps**

The City, in coordination with the San Diego Metropolitan Transit System and the Chula Vista Transit System, should publish maps relating all the existing arts venues and facilities as they relate to the network of Chula Vista public transportation. The maps should be periodically updated as the various components of the Arts Master Plan are implemented.

The City should also continue to publish Art Walk Maps related to the Northwest Area Arts District and other areas in which multiple arts and cultural facilities are located within walking distance of each other.



- **Establish an Arts Shuttle Bus that connects the components of the Northwest Area Arts District**

The Arts Shuttle Bus should serve as a connector between the Third Avenue Village and the Bayfront components of the Northwest Area Arts District. Conceptually the Arts Shuttle Bus should circulate continually along Third Avenue, H Street and E Street.

The Arts Bus should be completely “wrapped” in art scenes relevant to the history and culture of Chula Vista. These art scenes should be created by local and regional artists.

